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MOTION PICTURE EXHIBITOR

JULY 15, 1964
Volume 72 Number 1
IN TWO SECTIONS • THIS IS SECTION ONE

AA Seeks Ideas From Exhibitors

(See Page 6)

Physical Theatre—Extra Profits Dept.

Harold J. Mirisch, president of the Mirisch Corporation, has been named Motion Picture Pioneer of 1964 and will be honored at the 26th Pioneer's dinner, Nov. 23, Americana Hotel, N. Y. C.

HIGH COST OF BEING INVOLVED . . .

see editorial—page 3

A Real Friendly WILL ROGERS SALUTE

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MOTION PICTURE
EXHIBITOR

THE HIGH COST OF BEING INVOLVED

Not Too Long Ago, the newspapers were full of the story. A woman was murdered in a pleasant residential area, while 38 neighbors listened to her screams for help and did nothing. No one wanted to become involved.

The story shocked the nation, but it shouldn't have. For too long, any observer of the social and business scene could see that involvement was becoming a dirty word in the minds of too many people.

People who don't have the guts to go after their oppressors get what they deserve—still more oppression.

It brings to mind the motion picture, "HIGH NOON." The big scene was not the one where the fearless sheriff took his dangerous walk down Main Street to meet the villains, while terrified townspeople peeked through drawn curtains. The real drama took place when the sheriff asked for help and no one wanted to become involved.

Too many men behave like mice. Too many chronic complainers run when the chips are down. Make no mistake, runners are doomed to keep running forever.

How about the motion picture industry? How many theatremen are involved in the fight to put an end to blind bidding and other ethical and business abuses? How many are content to let the other fellow do his battling for him? An honest answer to these questions might well point to the reasons progress in these areas is so slow and painful.

Much credit is due both John Rowley, TOA president, and Jack Armstrong, Allied president. They and their respective committees have been successful in reaching an agreement with all but one of the major distributors on the elimination of blind bidding. Everyone agrees the practice is unfair and undesirable, and still it lingers. Before distributors agree to eliminate blind bidding, they insist that all companies abandon the practice. This is a fair solution to the problem.

What will happen, however, if there is a lonely holdout? What does exhibition propose to do about it? Will theatremen sit on their hands? Will they refuse to become involved while theatres close and a great industry deteriorates?

No one ever stubbed his toe while he was standing still. But no one ever moved ahead that way either. The world is blessed most by the doers, not the talkers.

MOTION PICTURE EXHIBITOR recommends most strongly that exhibitors put themselves on record in this struggle by indicating that they will not book the pictures of any company that stands in the way of a solution to the blind bidding problem.

The time has come to put up or shut up. The price of becoming involved may be high, but the price of remaining on the sidelines is infinitely higher. Like it or not, everyone is involved.

DETERIORATING COMMUNICATIONS

Once Upon A Time, the studios took time out to evaluate the names of newcomers being considered for important film roles. If the name was difficult to pronounce, or didn't have that certain something, it was changed. When we read some of the names featured in today's film advertising, especially those of the "international" stars, we wonder how many exhibitors will be using them in their ad copy, or what percentage of the public has ever heard of them?

Chances are if it was the exhibitor's duty to look after this important "detail," a loud cry would go up that "All exhibitors do is open the doors of their theatres." This problem is a small-timer, however, when compared with others.

Too often, criticism of exhibition for doing a poor selling job is blindly made by people who have never taken the trouble to go out into the field to see what exhibitors are doing. It's little wonder then, that an exhibitor with a picture to sell is told "The producer is not desirous of a coop campaign on this picture." Ninty nine-out-of-a-hundred times the exhib is stuck with a boxoffice clunker at a unsurious 50 per cent contract.

In fairness, we must mention that there are some directors of advertising who make it a point to learn as much as possible about what's going on in places far removed from the home office ivory tower. Unfortunately, it usually stops there.

There is much too much noise, and much too little communication.

EXAMINING THE "BARE" FACTS

In London, England, barebosom cocktail dresses are currently being offered in dress shops for about $15. Newspapers reports are also suggesting that a major British dress manufacturer will market a black crepe sheath with the bodice scooped out below the bust "just for a giggle."

We're eager to see what effect these latest "barelook" developments will have on the do-gooders, especially since the fad, for once, can't be blamed on the movies!

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Robert F. Blumofe, United Artists vice president in charge of west coast operations, and his wife, are the parents of a boy born in California. Mrs. Blumofe is a daughter of Jack Benny and Mary Livingston.

Milt Livingston, Universal Pictures press and magazine contact, and Beatrice Livingston, secretary of New York Variety Club Tent 35, became grandparents for the first time when a daughter, Diane Lisa, was born in Englewood Hospital, Englewood, N. J., to their daughter Mrs. Paul Shohet.

Mr. and Mrs. Julius Sprechman became the parents of a daughter, Lise Joanne, at Beth Israel Hospital, New York. The father is financial vice president of Embassy Pictures.

Obituaries

Mark Gerald Buckley, 19, grandson of the late Christopher H. Buckley, once among the biggest theatre owners in Albany, N. Y., and later a Bennington, Vt., exhibitor, was killed in a New Haven, Conn., automobile accident. He was a resident of Cheshire, Conn., and is survived by his parents, two brothers and a sister.

Harry A. Burke, 63, commissioner of public safety in Saratoga Springs, N. Y., for 13 years, and former manager of Reade's Community and of Benton's Congress, died in his office of what was officially described as "self-inflicted chest wounds." He was also an inspector and security consultant for the N. Y. State Harness Racing Commission, and had been in Saratoga since the 1920's. He was a widower.

Ralph E. Crammer, 58, international representative of the International Union of Operating Engineers, died in Columbus, Ohio. He was engineer at Loew's Columbus theatres before becoming a union official.

Anthony W. Hartford, 68, veteran Seattle theatre man, died of a heart attack while on a San Francisco vacation. Retired for the past two years, he had been a salesman for National Screen Service in Seattle for 14 years. Previously he had been with Republic Pictures and Columbia in Denver; with United Artists in Salt Lake City; and with 20th-Fox in both Los Angeles and Seattle. Survivors include a son and a sister.

J. Olin Mock, 61, Charlotte, N. C., branch manager for 20th-Fox, died. He had been with the office for 27 years. Surviving are his wife, a daughter, two sons, three sisters and five grandchildren.

Harry Rosenthal, 58, veteran projectionist at the United Artists home office, died of a heart attack. He had been with UA since 1938, and is survived by his widow, a son and a daughter.

MPAA Expands Staff

NEW YORK—Mrs. Barbara S. Boekemeire and William M. McCutchen were named community relations associates to the community relations dept. of the Motion Picture Association of America, announced Ralph Hetzel, acting president.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., JULY 13

Fox Sets Sound Pact

NEW YORK—Seymour Poe, executive vice-president of 20th Century-Fox Film Corp., announced that Movietone has entered into a long-term agreement with the Manhattan Sound Corp. to operate the sound studios of the Movietone New York production complex.

Manhattan Sound was chosen to operate the Movietone sound studio, said Poe, because "Manhattan Sound has shown itself to be one of the most dynamic and progressive organizations in the sound field. And it is the type of organization which fits in with our expanding activities."

A joint statement by Fred B. Adair, Jr., president of Manhattan Sound, and Jack Kuhne, executive producer of Movietone, revealed that more than $300,000 has been earmarked to modernize the Movietone sound studios.

Mich. Bars Ticket Tax

LANSING, MICH. — Michigan Allied has been working behind the scenes with quiet effectiveness for protection of Michigan houses. The objective was to prevent possible community admission taxes.

Rep. James N. Folks (R) of Horton introduced and succeeded in having passed Act 243, Public Acts of 1964, which Gov. George Romney has now signed.

"The People of the State of Michigan enact: Sec. 1. Except as otherwise provided by law and notwithstanding any provision of its charter, a city or village shall not impose, levy, or collect a tax, other than an ad valorem property tax, on any subject of taxation, unless the tax was being imposed by the city or village on Jan. 1, 1964."

Since Michigan does not have any "city or village" which imposed admission taxes before last Jan. 1, this means statewide exhibition is now freed from any threat on this front, says Michigan Allied president Milton H. London.

BROADWAY GROSSES

Openers Pace Big Week

NEW YORK—Some remarkably strong grosses were reported in many Broadway first runs that had outstanding attractions. Crowds in town for the world's fair and the usual summer vacation visitors swelled the totals. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE CARPETBAGGERS" (Embassy-Paramount). Paramount did $83,000 the first week; and $60,000 the second session.

"THE CHALK GARDEN" (U). Radio City Music Hall, with usual stage show, reported $175,000 for the seventh stanza; with $114,949 tallied for Thursday through Sunday; and $190,000 claimed for the eighth, and final, week.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille claimed $13,000 for the 15th week; and $12,000 for the 16th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama did $23,439 for the 33rd week; and $25,949 for the 34th week.

"BECKET" (Paramount). Loew's State announced that the 17th week was $20,000; and the 18th week was $21,000.

"CIRCUS WORLD" (Paramount). Loew's Cinerama stated the second week was $33,000; and the third week was $29,000.

"A SHOT IN THE DARK" (UA). Astor reported $21,000 for the second week; and $19,000 for the third week.

"633 SQUADRON" (UA). Victoria announced $9,000 for the second, and final, week.

"FOR THOSE WHO THINK YOUNG" (UA). Victoria opened to a $9,000 week.

"WHAT A WAY TO GO" (20th-Fox). Criterion had $24,000 for the eighth week; and $24,000 for the ninth week.

"CLEOPATRA" (20th-Fox). Rivoli stated the 56th week was $14,000; and the 57th week was $12,000.

"BEDTIME STORY" (U). RKO Palace claimed $10,000 for the fourth, and final, week.

"ZULU" (Embassy). RKO Palace did $30,000 on the opening week.

Associated British Picture Corporation recently tendered an honor lunch to Col. Jack Warner in London. He is seen, center, with ABC directors C. J. Latta, chairman Sir Philip Warter, Dr. Eric Fletcher, MP, and Jack Goodlatte.

England's Carreras Heads VCI

Miami, Minneapolis Share Coveted Heart Award As Dr. Farber Is Honored With Humanitarian Award

Dr. Sidney Farber, left, receives the coveted Variety International Humanitarian Award from George W. Eby, past international chief barker, at the recent VCI Buffalo convention.

The Variety Heart Award was shared this year by Tent 33, Miami and Tent 12, Minneapolis. Accepting the award from Rotus Harvey, retiring international chief barker, center, at the recent VCI Buffalo convention are Gilbert Nathanson, chief barker, Tent 12; and William T. Kruglak, past chief barker of the Miami Tent.

BUFFALO—James Carreras, London, England, was elected international chief barker at the final business meeting of the 37th annual Variety Clubs International convention.

Other officers elected were Ralph W. Pries, Philadelphia, first assistant international barker, and J. J. Fitzgibbons, Jr., second assistant. Joseph Podoloff, Minneapolis, was reelected dough guy. In the only contested election, Nat Nathanson, New York, was elected property master over Michael Ellis, Jr., Buffalo.

Co-owner of Britain's Hammer Film Productions, Carreras, who is Variety's first international chief barker from outside the United States, outlined some of his plans for Variety during the forthcoming year.

"The future is exciting, and we have so many ideas that I can't begin to enumerate them all," he said. "But one of our most important goals will be to make the image of Variety more attractive internationally."

Carreras mentioned that the donation by the Variety Club of Great Britain of three Variety Sunshine Coaches to Israel—announced earlier at the convention—was the type of activity that would help accomplish this.

"I also see no reason why we could not work out arrangements with the Will Rogers Hospital and O'Donnell Memorial Research Laboratories to stage premieres to the mutual benefit of both organizations," he said.

At the awards luncheon, the membership awards to those tents which increased their membership the greatest percentage were announced.

First award went to Tent 29 Mexico City, which received $100 cash and a beautiful gold trophy, as well as a special gold Heart pin for the chairman. Chief barker Manuel Ampudia accepted.

Second award went to Tent Nine, Albany; third award to Tent Four, St. Louis; and honorable mentions were awarded to Tent 19, Baltimore; Tent 28, Toronto; and Tent Seven, Buffalo.

Awards were also announced for the Tents conducting the best publicity campaign during the Feb. 9-15, 1963 Variety Week, when Variety tells its story both nationally and locally.

First prize went to Tent 17, Dallas. Second prize was awarded to Tent 39, Las Vegas, and third prize to Tent 19, Baltimore.

Henry H. "Hi" Martin, vice-president and general sales manager, Universal Pictures, talked about the Will Rogers Hospital and O'Donnell Memorial Research Laboratories campaign, of which he is chairman.

"Both our organizations are working the same side of the street," he said. "There is no difference between what Variety and Will Rogers is trying to do.' Martin spoke about Will Rogers' new image and facilities, both hospital and research, and said, "Our goals are the same, our interests parallel."

Also attending the meeting were Richard Walsh, president, International Alliance of Theatrical Stage Employees, who is the hospital's chairman of the board, and J. Edward Shrugrue, the hospital's executive director.

Jack Marpole, chief barker, Tent 32, San Francisco, told the delegates the 1965 convention would be a four-day convention held May 25-28 at the new $30 million San Francisco Hilton. There will also be post-convention package tours to Reno, Las Vegas, other parts of California, and Hawaii.

The convention voted to hold the 1966 convention in London, England. Sir Tom O'Brien, speaking for the Variety Club of Great Britain, said among other tentative plans were a special Variety service in Westminster Abbey, a banquet at London's famous Guild Hall, and a reception at the Savoy to be attended by Prince Philip, honorary lifetime Variety Gold-Card member.

Miami, Minneapolis Share Variety's Heart Award

For the first time in the history of Variety, the coveted Heart Award—given annually to the Tent making the most outstanding contribution to a local community — was awarded to two tents simultaneously.

At the annual Heart and Humanitarian Award Banquet, hosted by the Coca-Cola Co. and held at the Town Casino on the final day of the convention, it was announced that Tent 33, Miami, and Tent 12, Minneapolis, would share the 1963 Variety Heart Award.

Miami was cited for its children's hospitals and research center, and the Minneapolis Tent was honored for its expansion program for its Variety Club Heart Hospital at the University of Minnesota.

Second place, the Variety Citation, was awarded to Tent 29, Mexico City, for its achievement in giving breakfast daily to 500 underprivileged children. Honorable mention went to Tent Seven, Buffalo, for its work in raising $78,000 in 1963.

Judges for these awards were three past

(*Continued on Page 7*)

Court Reverses Regents; Okays "Twilight Girls"

ALBANY—The Appellate Division of Supreme Court, Third Department, once more ran up the "reversal" flag on the Regents, five justices unanimously holding "The Twilight Girls" should be licensed.

"The parts of the motion picture, directed by the Regents to be eliminated as 'obscene,' in our opinion, do not constitute an appeal to prurient interest in violation of the statute," read the terse decision.

Appellate Division based its findings on the court's earlier determinations that "Garden of Eden" and "Lady Chatterly's Lover" were not obscene as modern judicial decisions (especially by U. S. Supreme Court) defined the word.

Board of Regents has the right to carry Audobon's "The Twilight Girls" to Court of Appeals by filing notice of appeal within 30 days of judgment entry. The opposing attorneys, Dr. Charles A. Brind, Jr., for Regents, and Edmund C. Grainger, for Audobon, could arrange to have the case argued in the fall. Notice of appeal usually stays an Appellate Division order for the granting of a license.

N. Y. Festival Mapped

NEW YORK—Schuyler Chapin, vice-president in charge of programming for Lincoln Center for the Performing Arts, announced that two key posts with the Second New York Film Festival have been filled. Newly appointed publicity director is Elinor Silverman, while advertising will be created and placed by the Monroe Greenthal Agency.

The Festival will be held Sept. 14-26 at Philharmonic Hall, and will be presented by Lincoln Center for the Performing Arts, in association with the British Film Institute and with the cooperation of the Independent Film Importers and Distributors of America and the Motion Picture Association of America.

AA Plans Regional "Station Six" Sessions To Hear Exhibitor Ideas

NEW YORK—Plans have been completed for three regional "Station Six-Sahara" advertising and merchandising seminars, attended by leading exhibitors and circuit heads, to be held in Chicago, Dallas, and Los Angeles, it was announced by Jack Goldstein, Allied Artists' national director of advertising and publicity.

GOLDSTEIN

The scheduling of the sessions, to be conducted by Goldstein, is in keeping with his announced plan to consult with exhibitors on the advertising and promotional compaigns for Allied Artists' major product. Approach to the meetings will be to first present Allied Artists' own basic advertising-promotional concepts on the film and then to solicit ideas and suggestions — fresh from the rapidly changing market itself—from the exhibitors.

"Station Six-Sahara" will be screened for the participants at each meeting, followed by a luncheon and then the seminar. Goldstein will also present samples of the film's numerous exploitation aids, in addition to the special promotional pieces designed to highlight Carroll Baker's starring role.

The Chicago meeting, scheduled for today (July 15), will be hosted by the Balaban and Katz Circuit, headed by advertising-publicity chief Ed Sequin. Top advertising men from the Balaban and Katz circuit will be in attendance in addition to Dick Wright. Stanley Warner, Cleveland; Budd Schulberg, Stanley Warner, Pittsburgh; Marie Meyer, United Detroit Theatres; Harry Mintz, Stanley Warner, Milwaukee; and Ev Seibel, Minnesota Amusement Company, Minneapolis. The Ted Mann circuit, Minneapolis, will be represented, and from Allied Artists will come Vic Bernstein, Chicago; Nate Levin, Detroit; Irving Marks, Minneapolis; and Meyer Kahn, Milwaukee.

Interstate Theatres, headed by advertising and publicity director Francis Barr, will host the Dallas seminar on July 16, with Interstate representatives from Dallas, Fort Worth, Houston, San Antonio, and other cities. Also in attendance will be Jack Jordan, Wilby-Kincey Circuit, Charlotte; Ronnie Otwell, advertising director, Martin Theatres, Columbus, Ga.; Harvey Garland, Florida State Theatres, Jacksonville; Norris Hadaway, Wilby-Kincey, Atlanta; and Bob Corbitt, Paramount-Gulf Theatres, New Orleans. Allied Artists personnel present will be James Prichard, Dallas; Ben Jordan, New Orleans; Bailey Prichard, Memphis; and Paul Kearns, Oklahoma City.

Los Angeles sessions, set for July 17, will be hosted by National General Corporation, represented by Dan Polier, Ralph Adams, Fred Friedman, Pete Latsis, Bob Sweeten, and Joe Bleck. Also participating will be Norman Newman, Harry Wallace, and Ralph Carmichael, Metropolitan Theatres; Fred Kunkel and Roy Evans, United Artists; Bob Benton and Everett Sharp, Sero Amusement Company; Herb Copelan and Arnold Michaelson, Stanley Warner; Ted Minsky, Leo Miller, Jack Case, and Leonard Schwartz, Pacific Drive-Ins; John Simes, Keith McCallum, Jules Landfield, and Fred Stein, Statewide Theatres; Jude Poynter, Al O'Keefe, and Ned Calvi, Poynter Theatres; Sam Russo, El Dorado Theatres, San Diego; from San Francisco, Ted Reisch, Sufy Theatres, and Robert Naify, United California Theatres; from Arizona, John Lewis, Nace Circuit, and George Aurelius, Arizona Paramount Theatres; and from Las Vegas, Lloyd Katz, representing Premont, Guild, and Huntridge Theatres. Allied Artists personnel present will be Harold Wirthwein, Ed Cruea, M. J. E. McCarthy, and Sandy Abrahams.

Citizens For Free-TV Fight For Nov. Vote

LOS ANGELES—A pay-tv petition to prevent the placing of an initiative against pay television on the Nov. 3 General Election ballot was opposed before the State Supreme Court by attorney Herman F. Selvin.

Selvin filed wih the court in Los Angeles, points and authorities in behalf of the Citizens' Committee for Free-TV, which is pressing the initiative to repeal California's pay-tv law, enacted by the 1963 Legislature.

SW Acquires 95 Per Cent Of Morningstar Stock

NEW YORK—S. H. Fabian, president of Stanley Warner Corporation, announced that as a result of its request for tenders, Stanley Warner has acquired more than 95 per cent of the outstanding shares of Morningstar-Paisley common stock. Among the tenders received was the stock formerly owned by the Celanese Corporation of America and the Dutch interests.

To accommodate those stockholders who have been on vacation or who were unable to act on Stanley Warner's offer, Fabian said his company would extend to July 31 its offer to purchase Morningstar-Paisley stock at $19 per share.

Fabian stated that Joseph Morningstar would continue as chairman of Morningstar-Paisley and that this company would be operated in conjunction with Stanley Warner's wholly owned subsidiary, International Latex Corporation, of which A. N. Spanel is chairman and W. O. Heinze is president.

Heinze expressed great satisfaction in welcoming Morningstar-Paisley. He said, "We began negotiations with Morningstar-Paisley approximately a year ago. We foresaw that this fine business would fit in a most important way with our own chemical divisions which consist of our Tylac Division at Cheswold, Del., an important producer of synthetic latex; our subsidiary, Southern Latex Corporation, a major latex compounder, and our joint chemical venture with Tidewater Oil Company.

"We have high hopes and great plans for the dynamic expansion of Morningstar-Paisley and our other chemical divisions, which we estimate will approach a sales volume of $50,000,000 during the next 12 months. There are unlimited horizons in the broad chemical areas now covered by this combination."

Shopping Center Theatres Up General Cinema Income

BOSTON — General Cinema Corporation, national theatre chain, reported to shareholders that operating results for the six months period ended April 30 reached an all time high. Sales were $8,287,191, compared with $5,912,636, and net earnings equaled 15 cents a share, compared with nine cents for the previous year.

"This upward trend for the winter operating period," Richard A. Smith, president of General Cinema, said, "is due primarily to the increasing importance of our chain of shopping center theatres. As existing units mature and new units are added, we can expect further increases in earnings during the winter months, when we normally incur a loss from drive-in theatre operations."

Smith told shareholders that "barring a major decline in the national economy, we expect that the full fiscal year will show a marked improvement in profit over 1963's record 98 cents a share."

During the first six months, General Cinema Corporation opened nine new shopping center theatres at Austin and Dallas, Tex.; Fort Lauderdale and Orlando, Fla.; Charlotte; Cleveland; Sayreville, N. J.; Chicago; and Framingham, Mass. Of this group, two are twin-auditorium theatres, and one is a twin addition to the pioneer shopping center unit at Framingham, Mass. Under construction are 10 additional units which, when completed, will bring the number of shopping center theatres to 30.

Hyman Meets Distribs

NEW YORK — Edward L. Hyman, vice-president of American Broadcasting-Paramont Theatres, announced a series of luncheon meetings with the sales and promotion heads of the major film distributors as the last stages in completing the compilation of material for his eighth annual Fall-Winter Orderly Release Book.

The AB-PT executive, who has been meeting with top officials of the various companies for the past two months, will meet with the executive groups just prior to his newest book going to press. By doing so, Hyman helps assure exhibitors of up-to-the-minute release schedules and tends to strengthen the flow of quality product for the continuing sore-spots — September-October, pre-Christmas, and April-May.

Following the pattern Hyman has set for the book in the past years, in addition to listing the releases of the distributors month by month through Easter of 1965, and beyond in many instances, each of the film companies have been allotted a section of their own in which to promote their product.

"Carpetbagger" Coins Loot

NEW YORK — Joseph E. Levine's "The Carpetbaggers" exceeded predictions of a $1,500,000 first week in the New York branch territory by grossing $1,612,428 at 25 "Showcase" theatres in Manhattan, Brooklyn, the Bronx, Queens, Westchester, and Nassau County, and 50 additional houses in surrounding Connecticut, New York State, New Jersey, and Suffolk County. The week's gross is the biggest ever registered in the New York area, according to Paramount Pictures.

VARIETY

(*Continued from page 5*)

international chief barkers, Edward Emanuel, George W. Eby, and John H. Rowley, together with three public-spirited Buffalo citizens, Cy King, editor of the Buffalo Courier-Express; H. H. Kirkover, editor, Buffalo Evening News; and Robert King, vice-president, WHBW.

Also at the banquet, a special award was given to Rex North, 1963 chief barker, Variety Club of Great Britain, "in recognition of its outstanding service to the children of Great Britain."

Lifetime gold card Variety memberships were presented to Rotus Harvey, outgoing international chief barker, and C. J. Latta, member of Variety's international executive board.

C. J. Latta presented special plaques to seven past international chief barkers, John Harris, Jack Beresin, John H. Rowley, George C. Hoover, George W. Eby, Edward Emanuel, and Rotus Harvey. All were present except Harris and Beresin.

Carreras announced his crew for the forthcoming year. International press guy will be David Jones, presently chief barker of the Variety Club of Great Britain.

Reappointed as international representatives were R. L. Bostick, Memphis, representative at large; Phil Stone, Toronto, Canada; Harry Kodinsky, Pittsburgh; W. M. Brizendine, Baltimore; and D. J. Goodlatte, London, England, European representative.

To take the place of Nat Nathanson, former representative who was elected property master earlier in the day, Carreras appointed Fred Stein, chief barker, Tent 25, Los Angeles.

Dr. Farber Receives Humanitarian Award

The International Humanitarian Award—presented each year by Variety Clubs International "for the most outstanding service to children and humanity"—was awarded to Dr. Sidney Farber, Boston, world-renowned scientist who developed the first chemical control of leukemia.

"Variety marked the turning point in my research and life," Dr. Farber said in a speech accepting the award.

He explained that in 1947 he came to Variety and its then international chief barker, the late Robert O'Donnell, with a specific proposal for an institution that would conduct research on children's cancer and treat children afflicted with it.

"At that time, not one institution in the world had the resources to use the knowledge that medicine had available," he said.

In the case of children's cancer (leukemia), Dr. Farber said the therapy consisted then only of diagnosis, transfusion, then certain death in a few weeks or months.

"Great strides have been made since. Acute leukemia is still incurable, but it can now be controlled, and the lives of children afflicted with it can be prolonged as much as 5 to 12 years," he said.

Dr. Farber concluded by saying that Variety Clubs International has made an inspiring contribution to the welfare of children and the eradication of disease. "You have not felt your full strength yet," he said. "As long as there is a problem to be solved, a disease that has to be cured, you must go on and on."

Rx VARIETY CLUBS International
INNOCULATED ORANGES
WITH VODKA
A NEW party FAD
as Seen in THE NEW INTERNS
Meet
INTERNS

A prescription for fun—fresh oranges innoculated with vodka, was offered recently to members of Variety Clubs International at their Buffalo convention as part of the campaign on Columbia's "The New Interns." Seen from left to right with the pretty nurses are Ernest Stern, Associated Theatres, Pittsburgh; William Onie, Oxford Amusement, Cincinnati; and Ray Culley, TWA, Las Vegas Tent.

Rifkin Denies Bowing To Police Censorship

BOSTON—Julian Rifkin, head of Rifkin Drive-In Theatres, owner of the Braintree Drive-In, which has figured in a controversy between the police chief of the town and the Boston Herald over "censorship" of the "The Silence," made his first statement on the matter:

"For the btnefit of all exhibitors and any other individual feeling strongly about one's civil rights, I would like to state categorically that the picture completed its scheduled run and that at no time was a request made to stop showing the picture acceded to. The picture was not pulled."

The police chief had stated that he asked the owner to discontinue showing "The Silence" and that on the next Tuesday a special children's show was held as scheduled, and on Wednesday the showing of the film in question was discontinued.

Growing Public Interest In Films Aids In Building Better Audience

NEW YORK—Margaret G. Twyman, director of the community relations department of the Motion Picture Association of America, addressed the Fordham University Film Conference recently on the subject, "The Film Industry and Film Study."

The theme of the Conference was "Creating an Active Film Audience."

In her remarks, Mrs. Twyman highlighted the many activities of the MPAA community relations department in helping the public to better understand and enjoy motion pictures. In discussing motion pictures as an art form, she stated: "It is only comparatively recently that film people of all descriptions have come to regard themselves as participants in what we now refer to as a 'legitimate art form.' "

Mrs. Twyman continued, "But as the craft of film making has developed, so has a preoccupation with self-analysis . . . introspection, if you will. With this growing awareness has come an acceptance of . . . indeed a pride in . . . the fact that film making is a legitimate art, a legitimate means of communication, as well as a legitimate source of entertainment, enlightenment, and at times inspiration."

In pointing out the new and growing interest in film audiences, Mrs. Twyman said: "Within the business community and within the community of creative artists there is some evidence that interest in 'building better (not just larger) audiences' is increasing. How do we know this? Well one way we know it is because people like Paul Newman and Robert Rossen will say 'yes' when we ask them to participate in educational projects. We know it because some of our industry leaders are now giving lectures in some of the more reputable courses being offered at both the high school and college level."

In describing some of the activities of her department in the area of film education, Mrs. Twyman reported on a new venture to be conducted by her department—"I think you will be interested to know that during this coming year we will be developing just such a program through one of the largest women's organizations in the country.

We are committed to provide hundreds of clubs at the grassroots level with materials basic to the understanding of today's films and today's film making. This is a broad experiment of sorts, it is a new approach, and it has come about not only because of our impatient eagerness but because of the spontaneous and growing interest on the part of these club members. This is encouraging."

In concluding her remarks and pointing out the differences between film education in the classroom as compared to the kind of education required for adult audiences, Mrs. Twyman said:

"Most people in my experience have an insatiable appetite for information about movies. This can run the full range from curiosity about the private lives of the stars to very extensive curiosity about some of the technical aspects . . . the magic . . . in the creation of a film. As more written material is prepared on these subjects . . . more can be distributed, placed into the hands of citizens everywhere . . . supplementing the classroom education with a broader education of all of the adult population. These are some of the accomplishments we hope for."

Blast-Off Sales Drive Highlights Total Resurgence, Teamwork At Fox

NEW YORK—Prize money of $50,000 is being offered to branch personnel of 20th Century-Fox for its Blast-Off Sales Drive, which runs through Dec. 26, it was announced by Joseph M. Sugar, vice-president in charge of domestic sales.

The Blast-Off Drive, the first for the company within the past five years, "will complement the extensive release schedule planned from now until the end of the year," according to Sugar. "It marks another phase in the total resurgence of 20th-Fox and is further indication of the teamwork among production, distribution, and promotion."

The company's offices will be divided into three different groups for the Drive, each composed of branches of equal business potential, Sugar explained. The prizes will be determined by the branch performance within its individual group as against the individual quotas.

The Drive will be comprised of three nine-week stages. At the end of each of these stages, there will be one first prize, one second prize, and one third prize within each group. There will also be a division manager's prize for each of the stages.

Additional prizes will be awarded for the overall 27-week period to all branches fulfilling 100 per cent of their quotas, and to division managers fulfilling 100 per cent of their quotas.

Those eligible for prizes in the individual stages will be the branch manager, salesmen, and bookers, while those eligible in the overall will be all branch personnel

The first period of the Blast-Off Drive will end Aug. 22. The second stage runs from Aug. 23 to Oct. 24, and the third stage goes from Oct. 25 through Dec. 26.

Tex. Theatres Integrate

OVERTON, TEX.—With the passage of the civil rights bill, the Overton Theatre has announced it will integrate. The announcement was made in an advertisement in the Overton Press, saying the lower floor of the theatre will be open to patrons regardless of race, color, or creed. The balcony will be closed.

The ad also said, "We ask the indulgence of all theatre patrons. The management of this theatre is going to expect the same orderly conduct as in the past, regardless of race, color, or creed."

In Tyler, Tex., the Arcadia has announced that it also will integrate its patrons.

"Lady" Finds Baltimore Home

BALTIMORE, MD.—The Warner Bros. motion picture production of "My Fair Lady," starring Audrey Hepburn and Rex Harrison, will have its Baltimore premiere on Nov. 25 at the Hippodrome, it was announced by Morey (Razz) Goldstein, Warner Bros. vice-president and general sales manager, and Thomas E. Rodgers, vice-president of Trans-Lux Theatres, Hippodrome owner.

The production will be presented on a reserved-seat basis, with 10 performances weekly and extra showings during holiday weeks and the summer months.

Frank Damis, Stanley Warner zone manager in Philadelphia, left, is seen with Bennett Goldstein, newly-appointed 20th-Fox Philadelphia branch manager, at the recent area grass-root meeting on current and forthcoming Fox product.

Stewart & Everett Circuit Building And Renovating

CHARLOTTE—Charles B. Trexler, president of Stewart and Everett Theatres, Inc., in a special report to company personnel, outlined the company's current building, projected building, and remodeling, which when completed will cost in excess of $1,000,000. Trexler stated that this figure did not include cost which landlords would incur on leased facilities.

Included in this program is the building and completion of the 1,000 seat Capri, Charlotte, which is under construction and scheduled for fall 1964 opening. This Stewart and Everett flagship house will be a deluxe, luxury facility, and when completed is estimated to cost $550,000.

Several new theatres are in various stages of planning and development. The next new theatre will be the Cinema, with between 600 and 700 seats, to be located in Whiteville, N. C., where the company will discontinue operation of its present facility upon completion of the new theatre.

Theatres in the following towns are being remodeled substantially: Stewart and Dunn, Dunn, N. C.; Center, Jacksonville, N. C.; Colony, Wilmington, N. C.; Cinema, Concord, N. C.; Avon, Lenoir, N. C.; and Duncan, Union, S. C. This improvement and expansion program will continue at an accelerated pace for the balance of 1964 and early 1965.

WB, Para. Merge Abroad

NEW YORK — Warners has merged its branch operations with Paramount in Austria, Norway, and Denmark.

A new company, Warner Tone Film, combining Warner Brothers and local interests, has been formed to distribute Warner Brothers product in Sweden.

Warner Brothers previously operated its own branches in these countries. It is understood that if mergers work out, Warners will then consider similar action in other foreign territories.

TONE To Hear Levine At Joint Meet With NAC

BOSTON—Joseph E. Levine will be the principal speaker at the annual convention of TONE, Theatre Owners of New England, at the Mayflower Hotel, Plymouth, Mass., Aug. 24-26. It will be a homecoming for the producer, distributor, and exhibitor, who got his start in his native Boston and first went into exhibition in the area. He's been a member of TONE for years. Levine's subject: "Showmanship."

The annual convention is being held this year in conjunction with the regional meeting of the National Association of Concessionnaires, NAC. Added to the list of speakers with Levine and John Rowley, head of TOA, is Philip F. Harling, assistant to the president of Stanley Warner Theatres, and assistant to the president of TOA. He will present an updated report on toll tv all over the country.

Committee chairman for the convention is Malcolm C. Greene, president, TONE. Carl Goldman, executive secretary, is coordinator. The committee includes W. Leslie Bendslev, Playhouse, Wellesley, Mass.; Lloyd Clark, Granada, Malden, Mass.; Edwin Fedeli, Triton Drive-In, Lunenburg, Mass.; Henry Gaudet, Weirs Drive-In, Weirs, N. H.; Ben Greenberg, Stadium, Woonsocket, R. I.; James Guarino, Memorial Drive-In, West Springfield, Mass.; Arthur K. Howard, So. Shore Twin Drive-In, Braintree, Mass.; Arthur H. Lockwood, Lockwood & Gordon Theatres; E. M. Loew, E. M. Loew Theatres; Albert B. Lourie, Lourie Theatres; James Mahoney, general manager, Interstate Theatres; Steve Minasian, Minasian Theatres; Samuel Pinanski, head of ATC Theatres, past president TOA, and honorary chairman of the board; Edward S. Redstone, Redstone Theatres, and president of NAC; Julian Rifkin, Rifkin Drive-In Theatres, past president of TONE and chairman of the board; Richard A. Smith, president, General Cinema Corp.; Joseph Stanzler, Attleboro Drive-In; Chester L. Stoddard, president, New England Theatres; and James M. Totman, zone manager, Stanley Warner Theatres.

AMPA Nominates Gold

NEW YORK—At a special meeting of the nominating committee of Associated Motion Picture Advertisers (AMPA), Melvin L. Gold, National Screen Service, was named to head the slate of officers and directors for a second term, according to Vincent Trotta, chairman.

Because of pressure of his duties at NSS, an executive committee has been recommended to assist Gold in his second term as president of AMPA. The slate presented by the committee includes Samuel Horwitz, vice president; Hans Barnstyn, treasurer; Marcia Sturn, secretary.

Board of Directors: Ted Arnow, Michael Linden, Arthur L. Mayer, Norman Robbins, and Vincent Trotta.

Board of Trustees: Ray Gallo, Robert Montgomery and Leon Bamberger.

Executive Committee: Norman Robbins, Leon Bamberger, and Vincent Trotta.

Garr Returns To Fox

HOLLYWOOD—Richard D. Zanuck, production chief of 20th-Fox, has re-signed John Garr as a studio associate resident counsel. Garr was on the 20th-Fox legal staff for four years before he went to MGM two years ago.

SW Profit Up 70% For Nine-Month Period

NEW YORK—The consolidated operating profit of Stanley Warner Corporation for the nine months ended May 30 was up 70 per cent from the profit for the same period one year ago, it was announced by S. H. Fabian, president.

The profit for the nine month period was $3,053,900, equivalent to $1.49 per share on the outstanding common stock. The profit for the same nine months last year was $1,798,100 or 88 cents per share.

The profit improvement was realized on an increase of merchandise sales and theatre admissions of nine per cent. Merchandise sales, theatre admissions and income for the nine months totaled $113,414,600, as compared with $104,268,400 for the same period one year ago.

During the nine months there was a charge to earned surplus of $368,800 resulting from unusual property dispositions. For the corresponding period last year there was a credit direct to earned surplus of $14,500 arising from similar dispositions.

For the quarter ended May 30, the consolidated operating profit was $1,080,000 as compared with the $739,100 earned during the corresponding quarter last year. The profit for the May 1964 quarter was equivalent to 53 cents per share on the common stock, which compares with 36 cents per share earned in the corresponding quarter of 1963.

Merchandise sales, theatre admissions, etc., for the May 1964 quarter totaled $41,392,800, which compares with $37,386,600 reported for the corresponding period one year ago.

Hussong Joins Universal

UNIVERSAL CITY, CALIF.—Bob Hussong has been appointed European production representative for Universal Pictures with headquarters in London, it was announced by Edward Muhl, vice-president in charge of production.

Following conferences with studio executives, Hussong left for London to establish a story and talent department and serve as liason for Universal on various other production matters. For the last two years, Hussong has been with MCA-TV in London and Paris as well as covering other European markets.

MGM Records $3,350,000 World-Wide Week's Gross

NEW YORK — Metro-Goldwyn-Mayer has recorded an unprecedented $3,350,000 gross from domestic and international market film rentals for the week of June 28-July 4, it was announced by Metro-Goldwyn-Mayer president Robert H. O'Brien. This is one of the three largest single week film rental grosses in the 40 year history of the company.

Representing the largest and most diversified schedule of release MGM has had in many years, the pictures making substantial contributions to the record gross were:

Domestic Market: **"The Unsinkable Molly Brown," "Viva Las Vegas," "How The West Was Won," which has grossed in excess of $45,000,000 to date world-wide, "Rhino," "Flipper's New Adventure," and "Honeymoon Hotel."**

International Market: **"How The West Was Won," "Love In Las Vegas," the international title for "Viva Las Vegas," "The Love Cage," which recently established a new all-Japan boxoffice record, "Sunday In New York," and "Separate Beds," the international title for "The Wheeler Dealers."**

Kaiser To Col. Ad Dept.

NEW YORK—Michael N. Kaiser has been added to the Columbia advertising department. Kaiser entered the motion picture industry in the Columbia ad department in 1962, and then left to complete his B.A. degree at Hamilton College. He was a teaching associate at Indiana University while completing work towards an M.A. in English literature. He has also done free-lance copywriting and publicity.

James M. Totman, New England zone manager, Stanley Warner Theatres, recently applied the spade during ground-breaking ceremonies for SW White City Shopping Center Theatre, Worcester, Mass. Looking on, from left, are Ernest F. Carlson, general contractor; Perry Nathan, SW district manager; James A. Bracken, assistant zone manager; Harry Koplowitz, film buyer; and Philip Zimmerman, real estate department manager. The 1100-seat theatre is scheduled to open Christmas Day.

Chairmen Set For TOA Convention; Wallerstein Accepts Honorary Post

CHICAGO—David B. Wallerstein, president of Balaban & Katz and Great States Theatre Corp., has been named honorary chairman of Theatre Owners of America's 17th annual convention, which will be held at the Conrad Hilton Hotel here Sept. 29 through Oct. 2.

Appointed to the post of co-chairman by John H. Rowley, TOA president, were Oscar A. Brotman, James E. Coston, and Spiro J. Papas, all of Chicago.

Wallerstein became associated with the B & K organization in 1926, following his graduation from Harvard Graduate School of Business Administration. From 1930 to 1932, he was assistant to John Balaban in the Paramount-Publix office in New York and then became a district manager in Indiana and Illinois. Wallerstein was appointed vice-president and general manager of B & K in 1950 and was elected president of B & K and Great States in 1957. He also is a director of American Broadcasting-Paramount theatres.

Brotman is head of the Brotman & Sherman circuit, which operates three hard-tops and one drive-in in the Chicago area. Although only 48 years of age, he is regarded as a veteran exhibitor, having managed four theatres before he was 21. He is a member of the Illinois Bar Association and president of the Chicagoland Drive-In Theatre Association. Brotman is nationally known for his varied theatre promotions and has spoken at many theare owner convenions.

Coston, who was born in Greece, started in the theatre business in 1909. He was president of Chicago Theatres Corp. and Coston Booking Service until 1930 when he sold his 136 theatres to Warner Bros. and then became midwest division manager for the Warner circuit. He now operates his own circuit in Illinois, Wisconsin, and Michigan.

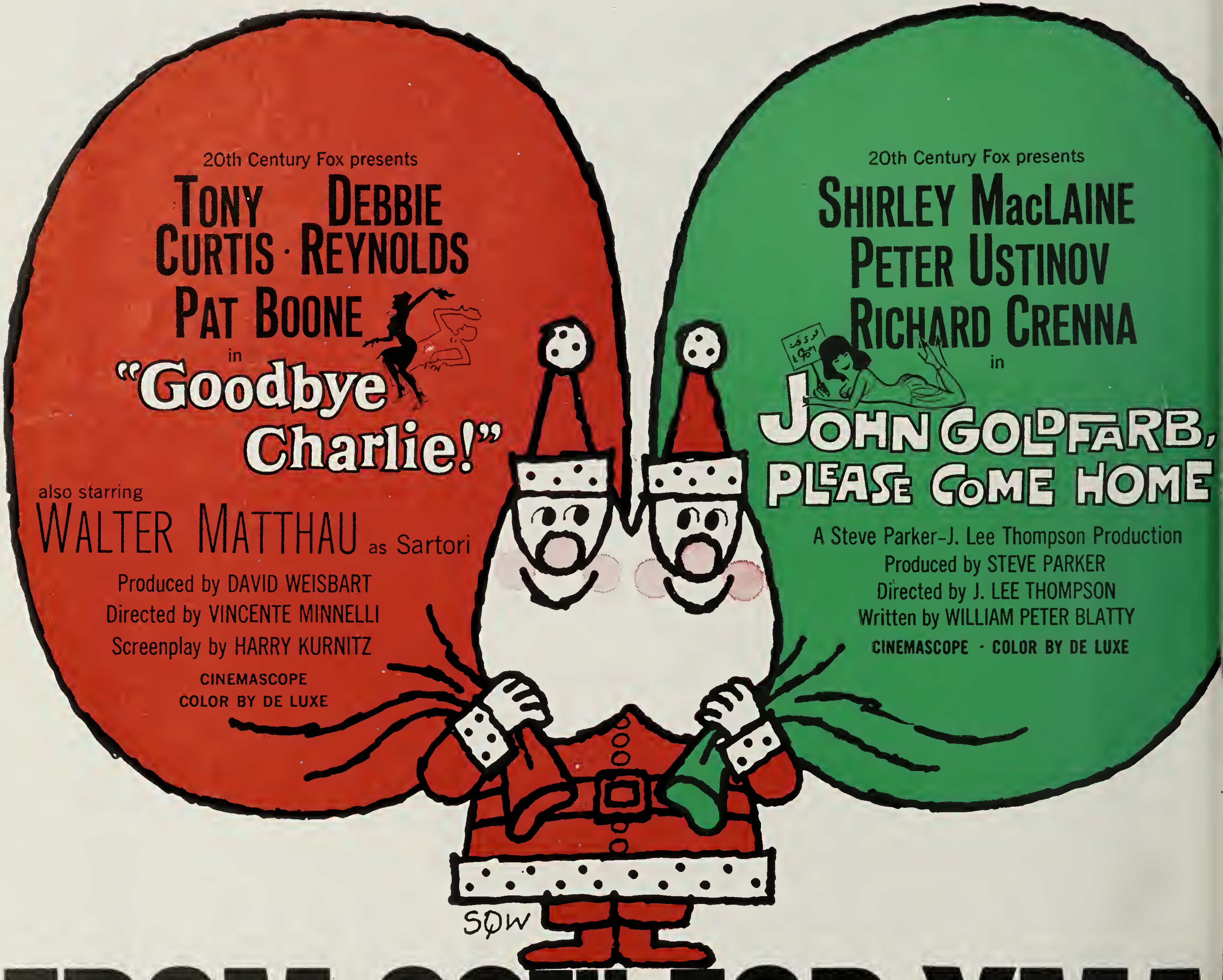
Papas, a native of Chicago, attended St. John's Military Academy and DePaul University and was a restaurant owner before becoming an exhibitor in Milwaukee. He served in the United States Army from 1940 to 1945 and became a principal stockholder of Alliance Amusement Co. in 1955. He subsequently became executive vice-president and general manager. He formerly was president of National Association of Concessionaires and is exhibit chairman of this year's Trade Show.

Atlanta Censor Resigns

ATLANTA, GA. — Mrs. Christine Smith Gilliam, Atlanta's motion picture censor for the past 19 years, has resigned and recommended that her $7,202 a year post be abolished immediately.

Court rulings recently had curtailed her authority even to grade or rate films as suitable for viewing by "adults" or "youths," and her power to censor films had been effectively diluted over the years.

Mayor Ivan Allen, Jr., accepted her resignation with "regret," as did the Atlanta aldermanic board, which adopted a "resolution of appreciaion" for her long-time "devotion to duty."



20th Century Fox presents

TONY CURTIS · DEBBIE REYNOLDS

PAT BOONE

in

"Goodbye Charlie!"

also starring

WALTER MATTHAU as Sartori

Produced by DAVID WEISBART
Directed by VINCENTE MINNELLI
Screenplay by HARRY KURNITZ
CINEMASCOPE
COLOR BY DE LUXE

20th Century Fox presents

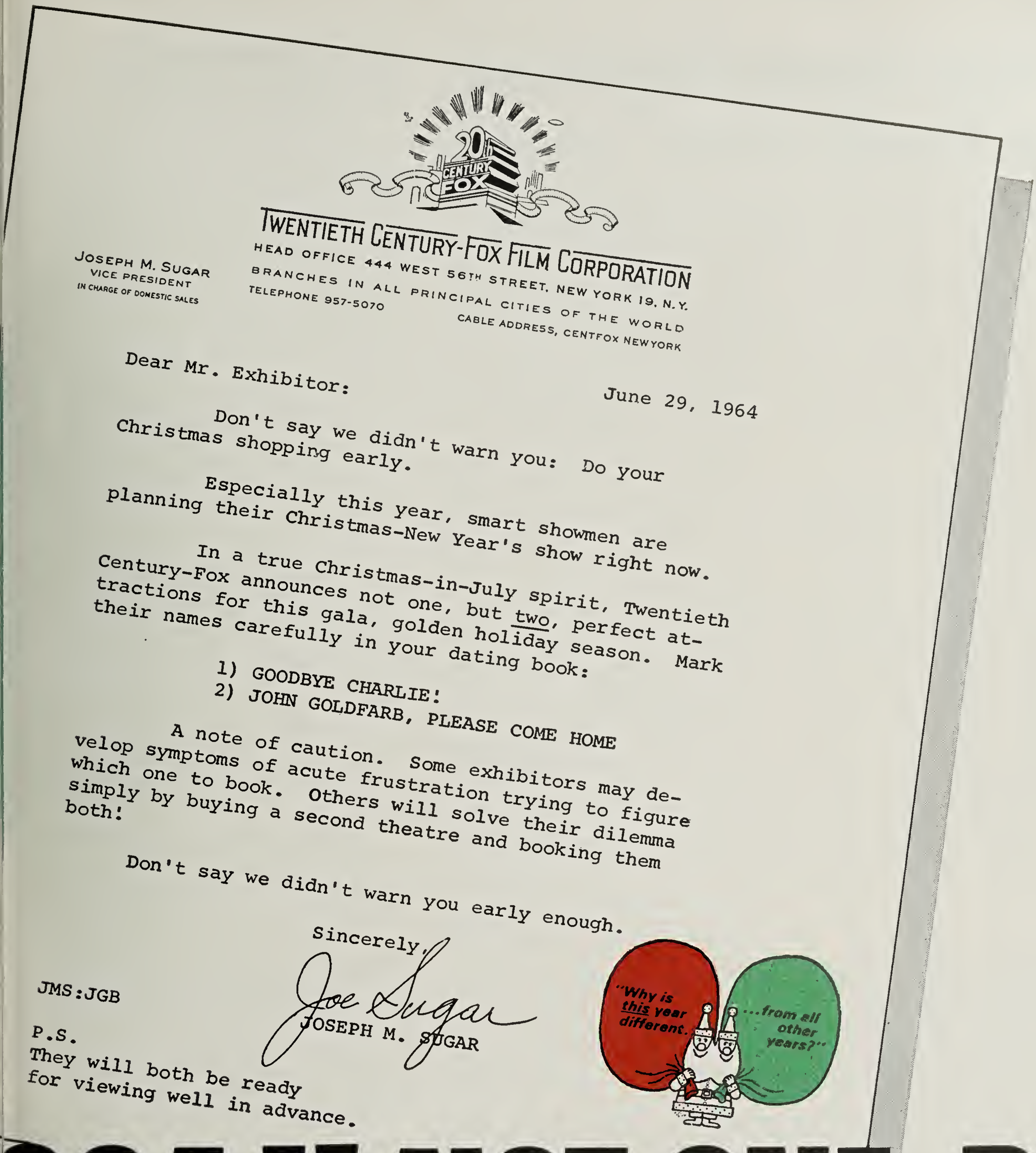
SHIRLEY MacLAINE
PETER USTINOV
RICHARD CRENNA

in

JOHN GOLDFARB, PLEASE COME HOME

A Steve Parker–J. Lee Thompson Production
Produced by STEVE PARKER
Directed by J. LEE THOMPSON
Written by WILLIAM PETER BLATTY
CINEMASCOPE · COLOR BY DE LUXE

FROM 20TH FOR XMA
TWO MAJOR PRODUC
FOR THAT HAPPY HO



"Why is this year different...
...from all other years?"

TWENTIETH CENTURY-FOX FILM CORPORATION
HEAD OFFICE 444 WEST 56TH STREET, NEW YORK 19, N.Y.
BRANCHES IN ALL PRINCIPAL CITIES OF THE WORLD
TELEPHONE 957-5070
CABLE ADDRESS, CENTFOX NEWYORK

JOSEPH M. SUGAR
VICE PRESIDENT
IN CHARGE OF DOMESTIC SALES

June 29, 1964

Dear Mr. Exhibitor:

Don't say we didn't warn you: Do your Christmas shopping early.

Especially this year, smart showmen are planning their Christmas-New Year's show right now.

In a true Christmas-in-July spirit, Twentieth Century-Fox announces not one, but two, perfect attractions for this gala, golden holiday season. Mark their names carefully in your dating book:

1) GOODBYE CHARLIE!
2) JOHN GOLDFARB, PLEASE COME HOME

A note of caution. Some exhibitors may develop symptoms of acute frustration trying to figure which one to book. Others will solve their dilemma simply by buying a second theatre and booking them both!

Don't say we didn't warn you early enough.

Sincerely,

Joe Sugar
JOSEPH M. SUGAR

JMS:JGB

P.S.
They will both be ready for viewing well in advance.

964 !! NOT ONE, BUT
ONS MADE TO ORDER
DAY PLAYING TIME !!

N. Y. Young People's Film Festival Aims At Creating "Active" Audience

NEW YORK—Mayor Robert F. Wagner has announced a free of charge city-wide annual Young People's Film Festival, co-sponsored by the City of New York and the Brookdale Foundation. This is the first film festival of its kind to be presented in New York or any major city.

Sessions are being held this week at the Walt Whitman auditorium of Brooklyn College. Some 1500 public and private high school students in New York City are viewing five award-winning American feature films and will discuss them with the movie talent associated with the making of these films in the afternoon sessions.

John M. Culkin, S.J., Communications Arts Dept. of Fordham University, was appointed chairman of the Festival by Mayor Wagner. Father Culkin was aided by the Motion Picture Association of America in securing these films.

"Walt Whitman once said, 'To have great poets there must be a great audience.' The same holds true for films and television. This festival is an attempt to create an active and selective audience for this new media. Only a trained and critical audience will be capable of appreciating greatness in any medium. Vernacular literature once had a tough struggle trying to get into the schools. Motion pictures are now struggling against the same cultural currents. We hope that our festival will close the gap between the school curriculum and the new media.

"Films and television are the communications media which are most relevant to today's young people. We want to help them to understand them," Father Culkin philosophized.

Ralph D. Hetzel, acting president of the Motion Picture Association of America, said, "We are particularly pleased to be able to offer the services of the Motion Picture Association of America to Mayor Robert F. Wagner and the Office of Cultural Affairs of the City of New York in this first Young People's Film Festival. The program holds promise for stimulating viewing and enthusiastic discussion for the selective group of some 1500 to 2000 students who will participate. It is hoped that this experimental session in New York City will lead the way for other centers of culture and learning throughout the country to emulate. Our sincere congratulations to Mayor Wagner for supporting this new venture and to all those who have worked so hard to bring it to fruition."

"David & Lisa" was shown on the opening day, July 13. Mr. and Mrs. Frank Perry appeared in person with star Diane Baker for a student panel discussion.

July 14: "To Kill A Mockingbird"; session featured Horton Foote, screenwriter . . . July 15: "The Hustler"; session to feature Robert Rossen, director . . . July 16: "Seven Brides For Seven Brothers"; session to feature Howard Keel, singer-actor . . . July 17: "The Miracle Worker"; session to feature Arthur Penn, director, and Miss Helen Winston, producer.

The aim of the Festival is to create an active film audience by bringing young people into contact with significant films and the people who made them. The idea of a city-wide festival grew out of a series of experiments with small groups of high school students at Fordham University during the past three years. The members of the committee are Arnold Schwartz, Brookdale Foundation; Dr. Edward G. Bernard, director of the Bureau of Audio-Visual Instruction of the Board of Education, and his colleagues Paula Silberstein, Helen Klug, Clifford Ettinger, and Peter Greenleaf; Robert Dowling and Catherine Hemenway, Office of Cultural Affairs, Margaret Twyman, Motion Picture Association of America; T. Fred Kuper and Sybil Simon, Hollywood Museum; and William Trivett, S.J., and John Culkin, S.J., Communication Arts Department, Fordham University.

Embassy Appeals N. Y. Nix On Scenes of Bare Bardot

ALBANY—Embassy Pictures, owner of American rights to the Brigitte Bardot starrer, "Contempt," claims that the State Education Department's Motion Picture Division is "inconsistent" in its decisions in a petition to the Board of Regents for reversal of the Division's ruling that several "obscene" sequences must be cut before a license is issued.

Embassy's appeal, drafted by attorney Ephriam S. London, and verified by executive vice-president Leonard Lightstone, specified 14 pictures "currently on exhibition in Manhattan," all of which allegedly expose "more" of actresses' bodies for much longer periods throughout the film, and expose said bodies "in a context much more suggestive than Miss Bardot's in "Contempt."

The Motion Picture Division on June 16 directed the eliminations of two sequences in "Contempt" showing nudity, as well as several dialogue cuts.

The Regents do not meet again until August 27-28. The latter is the earliest date on which the Board may make a decision.

Zaccardi Joins Embassy

NEW YORK—Embassy Pictures has appointed Luigi J. Zaccardi supervisor of the company's Continental European operations, it was announced by Leonard Lightstone, executive vice-president.

Zaccardi will headquarter in Rome, and direct all phases of Embassy Pictures' expanding international production and distribution activities on the Continent. He previously served as production representative for Italy for Paramount Pictures, a post he held 10 years.

Steiger Honored At Berlin

BERLIN—The "Best Actor"award at the 1964 Berlin Film Festival was won by Rod Steiger for his performance in the title role of Ely Landau's production of "The Pawsbroker," the official American feature entry in competition at the Festival.

New Distributing Firm For Family Films Only

HOLLYWOOD — Vowing to handle only pictures with wholesome themes designed as family entertainment, a new motion picture distributing company, United Screen Arts, Inc., has been formed in Hollywood by producer-actor Dale Robertson and exhibitor-distributor-producer Earl Collins.

For the past three years, Robertson has waged a crusade in the industry and before exhibitors across the nation, voicing his conviction that Hollywood should return to the days of family entertainment.

Collins was for many years western sales manager for Republic Pictures. His more than 30 years in the film business includes owning and operating movie houses throughout the south and in California. He is president of United Screen Arts and also will serve as general sales manager. Recently, Collins has been president and general sales manager of Hollywood Television Service, which he founded.

Vern Carstensen, secretary-treasurer of Robertson's Juggernaut, Inc., and vice-president-secretary of Eagle Animation Corp., another Robertson-owned firm, is vice-president and treasurer of United Screen Arts. Attorney Billy H. Hunt, who has been active in the business affairs aspects of the motion picture business, will serve as secretary to the corporation.

Harry Koplan, vice-president of Dale Robertson & Associates, will be director of production and producers' contact.

Robertson is chairman of the board of the new company. Other board members include Jerome C. Eppler, Marshall Jacobs, and Collins.

Collins stated the aims of the new distributing company: "We are convinced that wholesomeness in pictures is and always has been the backbone of the motion picture industry. Look back over the past 20 years. What pictures have consistently made money and often saved the necks of studio executives?—Andy Hardy, Ma and Pa Kettle. Francis the Mule, Dr. Kildare, Deanna Durbin, Shirley Temple, Rin Tin Tin, and others —simple, heart-warming, funny, clean pictures."

TOA Insurance Dividend

NEW YORK—Dividend checks for premiums paid by members of Theatre Owners of America in the TOA Group Insurance Plan were sent by the Trustees of the TOA Group Insurance Trust. The dividends were for the policy year ended Feb. 28, and represented the fifth consecutive year in which cash dividends were paid.

During the policy year, two claims totalling $27,500 were paid. Total claims paid since the inception of the plan on March 1, 1959, have amounted to $210,000. The surplus resulting from TOA administrative economies and the dividend received from John Hancock Mutual Life Insurance Co. were refunded in full to all member participants. Each member's share was approximately 22 per cent of the premiums paid during the period March 1, 1963, to Februarry 29, 1964. The next reopening will be on Nov. 1.

"Lilith" To Venice Fete

WASHINGTON — "Lilith" will be the official United States entry at the 1964 Venice International Film Festival, Aug. 27-Sept. 10, it was announced by George Stevens, Jr., director, International Motion Picture Service, U. S. Information Agency.

"Hallelujah Trail" Set For Cinerama Filming

GALLUP, N. M. — John Sturges' "The Hallelujah Trail," a Mirisch Corporation presentation which began shooting last week on location here, will be filmed for release in Cinerama, it was announced jointly by William Forman, president of Cinerama; Arthur B. Krim, president of United Artists, which will distribute the film; Harold J. Mirisch, president of the Mirisch Corporation; and producer-director John Sturges. The film stars Burt Lancaster, Lee Remick, Jim Hutton, Pamela Tiffin, Donald Pleasence, Brian Keith, and Martin Landau.

In announcing the decision to shoot "The Hallelujah Trail" in Cinerama, film-maker Sturges pointed out that the movie has always been conceived as a comedy of epic proportions and from the beginning had been planned for roadshow presentation. He expressed his delight to have the opportunity to make a film in the Cinerama dimension which, he said, "will enable us to take fullest advantage of the size and scope of our story and almost physically to involve the audiences in the action on the screen."

Forman, Krim, and Mirisch agreed that the Cinerama process will greatly enhance the boxoffice value of the motion picture project and will help to convey to the public the grand and expansive scale on which the film is being made.

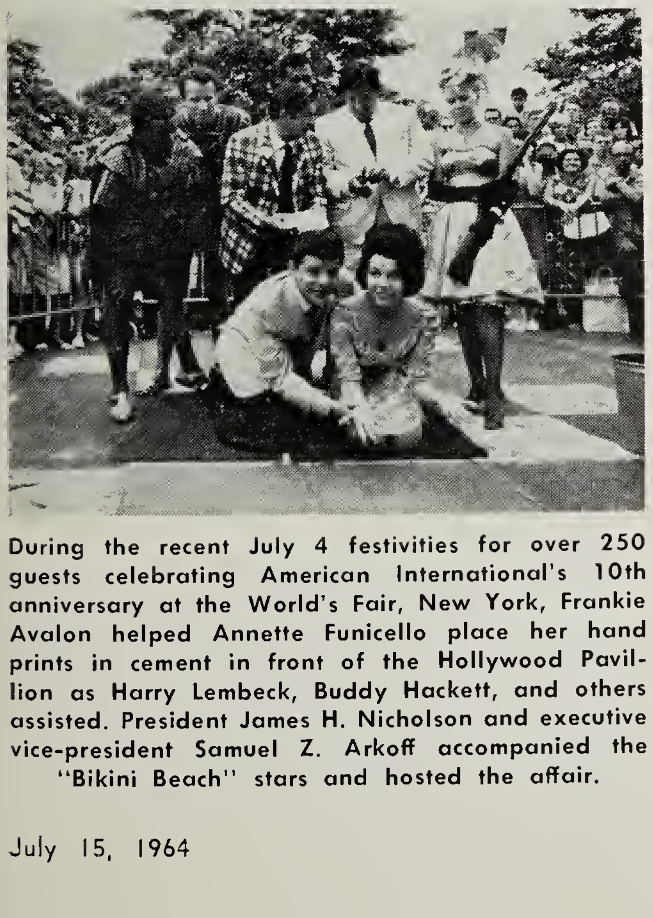
"The Hallelujah Trail" marks the first Cinerama effort for the independent Mirisch Organization, and its first roadshow since the Academy Award-winning "West Side Story."

Pope Paul Receives Levine

ROME—His Holiness Pope Paul VI received, in a private audience, Joseph E. Levine, president of Embassy Pictures, and Mrs. Levine.

During their 20-minute meeting, His Holiness and Levine discussed the broad area of motion picture production as a vital international instrument of communication and enlightenment in combating intolerance and bigotry throughout the world.

A portion of the meeting also was devoted to a review of the motion picture industry's consistent leadership in philanthropic activities.



During the recent July 4 festivities for over 250 guests celebrating American International's 10th anniversary at the World's Fair, New York, Frankie Avalon helped Annette Funicello place her hand prints in cement in front of the Hollywood Pavilion as Harry Lembeck, Buddy Hackett, and others assisted. President James H. Nicholson and executive vice-president Samuel Z. Arkoff accompanied the "Bikini Beach" stars and hosted the affair.

The NEW YORK Scene

By Mel Konecoff

IT WAS HAPPY BIRTHDAY time at the World's Fair as American International hosted a 10th anniversary shindig at the giant exposition, and brought in 200 guests to mark the occasion and to see a specially flown-in print of "Bikini Beach," latest in the series of teenage attractions that have done so well for exhibitors and the company.

In from the coast for the event were stars Frankie Avalon, Annette Funicello, and Harvey Lembeck, as well as company toppers such as president Jim Nicholson, executive vice-president Sam Arkoff, vice-president in charge of distribution Leon Blender, and national director of advertising and publicity Milt Moritz. Buddy Hackett came in from his home in New Jersey, even though he's not starring in the film (aside to Nicholson: doesn't he appear for a flash in the big bar room brawl sequence?).

After a number of bus loads of guests arrived, the glamour contingent placed their hand prints in the cement before the Hollywood Pavilion, after which it was everyone inside, where a revitalized exhibit put on "filming run-throughs" at each of the sets from "South Pacific," "Gunsmoke," "West Side Story." "Fall of the Roman Empire," and "Cleopatra."

An autograph signing session was in order next for the visitors, and then it was time for a quickie lunch at the Better Living Center. For those so inclined, there was a bikini fashion show and touring of some of the nearby pavilions. This in turn was followed by a screening of the film at the Beechnut Theatre. This latter could have used the services of some of our better architects as there are a number of poles which effectively make some of the seats useless.

Cocktails and a buffet dinner were held at the Hilton Cafe International, and viewing of the fireworks was then in order by exhibitors and the press. Door prizes were supposed to have been won by visitors, but we didn't see any coming in our direction. The various events were taped by the Armed Forces Overseas Radio and ABC's New York World Wide, and this celebration capped three weeks of publicity appearances by the stars on behalf of the film.

To an enterprising company, we again say happy anniversary as we rub our aching feet.

THE METROPOLITAN SCENE: Richard A. Smith and Walter Reade, Jr., unveiled their new Cinema Theatre at the Blue Star Shopping Center, Watchung, N. J. . . . Allied Artists sending out a large illustrated card showing a sexy Carroll Baker asking for dates to be set on "Station Six-Sahara," along with calendar layouts for August, September, October and November. . . . Aside to Max Youngstein: Tell your friend Barry Shear that he doesn't have his press list straight. . . . Aside to Marie Hamilton: Thank you for them thar kind words.

Chesler To Exit 7-Arts; Consolidated Earnings Up

NEW YORK—The nomination of seven new board members for Seven Arts Productions, Ltd., the divestment of the company's interest in the Grand Bahama Development Company, Ltd., and a plan for the redemption of the company's outstanding convertible debentures are among proposals submitted in a letter to shareholders from Eliot Hyman, president of Seven Arts, setting the company's annual meeting on July 23 in Toronto, Canada.

The proxy statement also includes Seven Arts' complete financial statement for the fiscal year ending Jan. 31, in which the firm reports consolidated earnings, after taxes, of $3,154,002, equivalent to $1.81 per share, as compared to 1963 earnings, after taxes, of $1,705,793 equivalent to $1.08 per share. Gross income for the fiscal year amounted to $41,225,360 as compared to $19,407,905 for the previous fiscal year.

Seven Arts' operations include motion picture production and distribution; syndication of motion pictures to television; the creation and production of original television shows for network and syndication; and the production of plays for the Broadway theater.

New directors proposed by the corporation include Charles Allen, Jr., senior partner of Allen and Company, investment bankers; Armand Deutsch, investment specialist; Clint Murchison, Jr., partner of Murchison Bros.; Alan Hirschfield, associate of Allen and Company; Max Rayne, chairman of the board, London Merchants Securities Limited of England; Roger Stevens, real estate investor and theatrical producer; and Norman K. Winston, U. S. Commissioner to the World's Fair and chairman of the board, Deltona Corporation.

Current directors proposed for re-election include the present management: Eliot Hyman, president and chief executive officer of Seven Arts; Ray Stark, executive vice-president; and Samuel H. Haims, treasurer. Other present directors proposed for reelection are Alfred Bloomingdale, president of The Diner's Club, Inc.; and Maxwell M. Rabb, senior partner of Messre. Stroock and Lavan, attorneys.

The letter outlines a proposal whereby Seven Arts would sell to Louis Chesler 495,000 ordinary shares of the Grand Bahama Development Company, Ltd., for $6,548,220, and would eliminate Seven Arts' interest in the Grand Bahama company.

Also disclosed is a proposal to issue a Notice of Redemption by no later than July 31, with respect to all of the outstanding 5½ percent convertible debentures. At present, $11,950,000 principal amount of debentures are outstanding. According to the letter, upon completion of the redemption of his debentures, Chesler will resign as chairman and as director of Seven Arts and will have disposed of all of his interests in Seven Arts.

LONDON Observations

By Jock MacGregor

AN INTRIGUING RELEASE pattern has been tried in the London area. July 4 may be a great date in the United States, but it is among the worst here. The days are long; the weather is less uncertain; and people seem to think of anything but shows—even the strike which put commercial tv off the air made no difference this year. Nevertheless, Rank, who have been strongly attacked in certain circles for allegedly keeping the best dates for their own pictures, not only released "Seance on a Wet Afternoon," which has been highly acclaimed by critics, but did not play it in a number of their largest industrial theatres. In about 10, they revived "Gunfight at the O.K. Corrall" and "Hell is for Heroes"; at others, experimental pairings of revivals like "The Birds" and "Triffids" were tried. At the same time, a number of South of the Thames houses dropped the Churchill documentary, "The Finest Hour," and some 22 selected Rank, ABC, and independent theatres on both sides of the river started "exclusive presentations" at popular prices of "The Cardinal." This goes further than even the Federation of British Film Makers suggested in their scheme for the re-establishment of a third release. It is fluidity of release with a vengeance.

DO YOU SLEEP in your dinner jacket? I was asked. Facetiously, I replied to the enquirer's embarrassment that it was just creased through wear! With three premieres in six days, it has been quite a week, and they have only been the beginning. Yeah, yeah . . . oh dear. We had better take events in chronological order. First, Peter Rogers trade showed "Carry on Spying," a delicious spoof at the expense of the James Bond style hero. It is among the best in the series. So professional are Peter and his director, Gerald Thomas, in their approach that even hardened bookers were roaring their hearts out at the most outrageous corn by 10:31 a.m. Peter hosted a magnificent spread at the Mirabelle when the food was only rivalled by the wines, and resulted in the afternoon being a complete write-off. Peter and Gerry were in great form, relaxed in the knowledge that they had another hit and that "Carry on Cleo" was ready to roll 10 days later. When I finally escaped (not that I really needed much holding), it was time for the Tony Randall reception. He was visiting for the first time, catching up on the shows and helping MGM plug the forthcoming release of "The Seven Faces of Dr. Lao."

It was then a rush to change and off to the Carlton for "What A Way To Go," only to be held in a traffic jam caused by a coach and four, Lord Montague's vintage Rolls, a Sedan chair, a dustcart with evening dressed attendants, etc. Percy Livingstone and John Fairbairn had seen if there were a way to go someone went it! I was happy at the ensuing Claridge supper dance to tell Shirley MacLaine, shimmering in the dress which she wears in the film and which she tells me cost $3,000, that I had enjoyed the picture for a second time. Much in evidence were director Lee Thompson, producer Arthur Jacobs, and a host of celebrities. It was getting light when I got to bed and even lighter the next night after Associated British launched the latest Cliff Richards Techniscope musical, "Wonderful Life," in the presence of Princess Alexander. This was another glittering occasion worthy in every way of the film which has a catchy score and exciting dances, and is real escapist entertainment. The best and most imaginative sequence is The History Of The Movies, in which Cliff presents in dance the milestones from Keystone Kops to today. This is classic stuff and reveals Sidney Furie as a most accomplished young director. Afterwards, Sir Philip Warter graciously included the trade press along with his executive and cast guests at a London Hilton Supper Dance.

A surprise came on Sunday evening. I had taken the Bill Graf Maxwell Setton invitation to meet William Wyler and cast of "The Collector" for an informal press gathering with a few drinks—that RSVP to the press office must have fooled me! It was among the most distinguished film celebrity gatherings in a while. In one group alone, I noticed Wyler, Sam Spiegel, Charles Feldman, Anatole Litvak, Shirley MacLaine, and Tony Randall. It certainly seems, as Eddie Bryson observed, that Sunday is the night for attracting top liners. Wyler transferred this John Kohn—Jud Kinberg production from London to Hollywood, but returned for locations. Jud tells me he feels the arrangement has worked and claims to have got the best of both worlds. Another surprise of the evening was a superb buffet. I must admit it was a welcome alternative to the sausages waiting at home and made up for my disappointment of the week. Earlier on the phone, I had been asked if I would appear in the film. I hedged, pretended to be disinterested, then agreed. I got my call, only for it to be cancelled at the last minute. That's show business.

MONDAY LUNCH saw me at Chessington Zoo, of all places, with Columbia's Kay MacAndrew and Maureen Lester, watching a 10-year-old from South Dakota handing over an American black bear cub named Yogi as a gift for the children of Britain. The boy had won the BOAC trip through the nationwide Screen Gems contest to promote "Hey There, It's Yogi Bear." Frankly, I have met stars I have liked better. . . . Recognizing the nation's interest in the Beatles, the press has played up Walter Shenson's "A Hard Day's Night" as rarely before. Papers have vied for circulation making ideas. In consequence, thousands converged on the London Pavilion, which is probably the most ill suited theatre, for a premiere attended by Princess Margaret and such stars. The police, however, did a fabulous job keeping the Piccadilly Circus traffic moving. Inside the theatre, many teenagers among the Variety Club sponsored audience who had paid from $3 to $45, screeched and squealed at this sensational Marx Brothers style boxoffice bonanza. The only problem facing exhibitors is not how much it will take but how to clear between performances so that fans do not stay all day. Yes, it was a hard day's night—I was exhausted and grateful for those sausages waiting in the fridge at home.

WB Sets Sales Policy For "Hamlet" Theatrofilm

CHICAGO—The sales policy for Warner Bros.' presentation this fall of Richard Burton's "Hamlet," in the revolutionary new electronic-optical process of Theatrofilm, was announced by Morey (Razz) Goldstein, vice-president and general sales manager, at a meeting of Warner Bros. United States and Canadian branch managers.

Tickets for the limited four-performance engagements will be sold in advance on a reserved-performance basis, Goldstein said. Seats will not be reserved, but the number of tickets to be sold for each performance will not exceed the capacity of the theatre, thereby guaranteeing a seat to each ticket holder. All tickets will be at popular prices, approximating those for first-run motion pictures.

More than 1,000 theatres in the United States and Canada will present Burton's "Hamlet" on the same two successive days, to be announced. There will be two matinees and two evening performances of the play, now being presented on the stage of the Lunt-Fontanne Theatre in New York. This engagement will end on Aug. 8. There will be no "road" tour; instead, the widely acclaimed Burton interpretation will be brought to audiences from coast to coast in Theatrofilm.

All 38 managers of Warner Bros. branches in the United States and Canada assembled in Chicago to get the company's sales message on "Hamlet."

The meeting, held under the leadership of Goldstein, follows the top-level planning session of sales and promotional chiefs held in New York with executive vice-president Benjamin Kalmenson presiding.

Addressing the Chicago meeting with Goldstein were national exploitation-promotion director Ernie Grossman; studio publicity director Max Bercutt; coordinator of field sales activities Larry Leshansky; U. S. division sales managers Jules Lapidus, Ralph Iannuzzi, Robert L. Conn, W. O. (Ollie) Williamson, Ed Williamson, and Al Grubstick; Canadian general manager Haskell M. Masters; and Canadian division sales manager Robert E. Myers.

The John Gielgud production of "Hamlet" is being presented by Alexander H. Cohen, who will serve as executive producer of the "Hamlet" Theatrofilm. It will be directed by William Colleran and produced by William Sargent and Alfred W. Crown.

Starring with Burton in "Hamlet" are Hume Cronyn, Alfred Drake, Eileen Herlie, William Redfield, George Rose, and George Voskovec.

N. Y. Victoria Renovated

NEW YORK — In preparation for next month's world premiere of Fred Zinnemann's "Behold a Pale Horse," Broadway's Victoria will enter into a $100,000 renovation program. At a time when the number of soft-ticket Broadway theatres are decreasing, the Victoria will increase its screen size by 53 per cent, its marquee brightness by 30 per cent, and widen its seat widths with no loss in total seating capacity.

According to John Cusack, general manager, the refurbishing plan will include alterations "from the projection booth to the sidewalk." In the projection room, carbon arc lamps are to be retired in favor of Zeiss Ikon Lamps in the projectors.

ALBANY

Menands Drive-In, at Menands-Troy Bridge, reopened under the "new ownership and management" of Carl Roupp and William Thompson, formerly two of the four partners in Menands Drive-In Theatre, Inc. There had been a corporate dispute since last summer, and the automobiler did not reight this spring for its 15th season. . . . Hyman Krenovitz opened the new Super 87 Drive-In, at Exit 22, Northway, in Plattsburgh. . . . Walter Reade-Sterling Theatres' Community, Kingston, is holding a series of Wednesday matinee Vacation Kiddie Shows. Admission is 50 cents; but the series of 12 are available at the special price of $1.50. . . . Samuel E. Rosenblatt, president, Acme Theatres and local realty developer, hosted a dozen exchangemen at annual Guest Day Golf Tournament and program at Shaker Ride Country Club. . . . Neil Hellman announced that Warners' "My Fair Lady" will play the Hellman in November. . . . Mrs. Vera Mahar is a new office assistant at Columbia exchange. She had worked for that distributor several years ago before her marriage, as Vera Morrow.

ATLANTA

The Fulton Superior Court has again requested the removal of Mrs. Christine Smith Gilliam from the position of Atlanta city censor of films; but Mayor Ivan Allen, Jr., asked her to withhold her resignation although the courts have stripped her of the powers of office. It is understood that the city attorney is preparing a new city ordinance regulating movies and it is assumed that the Mayor is awaiting its outcome. Mayor Allen is presently engaged in a controversy with the Kirkwood Theatre over its refusal to comply with his request to submit to his office for a public showing of three controversial films recently shown by the theatre. The films are "The Balcony," "Kipling's Women" and "The Fast Set." . . . J. E. Forbes, Jr., Statesboro, Ga., is the new owner of the Ocilla, Ocilla, Ga., from Thomas and Damon. He has been in the business for the past 27 years. . . . Earl Erheridge, Marina, Fla., has been appointed manager of the Martin Theatre, Calhoun, Ga., succeeding Victor Allen, who has been transferred to Gadsden, Ala. . . . The girls at MGM held a surprise party luncheon shower for Lynda Spruell and Muriel James, newlyweds. . . . Stella Poulnot, a past president of Atlanta WOMPI and WOMPI International, spent a few weeks in New York with her family. . . . J. G. Thigpen, National Theatre Supply Company, is at home recuperating from a recent operation. . . . Hiram Epps, National Screen Service, who suffered a heart attack several weeks ago, is getting along nicely. . . . Mrs. Flora Fowler has succeeded Joe Thriff as manager of he Howco exchange in Jacksonville, Fla. . . . Charlie King, branch manager, American International Pictures in Jacksonville returned there after a visit to the local office.

BOSTON

Martin Berman has been appointed sales manager of the Boston branch of Warner Bros. Bill Kumins, branch manager, made the appointment to replace Irwin Yablans, resigned. Berman is being promoted from salesman, a position he took with Warner Bros., coming over from 20th-Fox sales department. Tom Morton is being moved up from the booking department to replace Berman as salesman. Bill Jacobs, formerly with RKO Pictures has reentered the film industry and will replace Morton in the booking department, Kumins said.

BUFFALO

One of the highlights of the joint convention of New York and New Jersey Allied at the Concord Hotel, Kiamesha Lake, New York, Aug. 3-6, will be the discussion by officers and members of TOA, Independent Theatre Owners of New York, and Metropolitan Motion Picture Theatres Association, as well as any other exhibitor organization, of a merger into one organization. "It is hoped that discussions such as this will then enable the grass roots membership of all to decide whether a merger can be worked out by our leaders that will benefit our entire business," says a statement released by Sidney J. Cohen, president of New York Allied. . . . Tony Kolinski, Warner Bros. branch manager, and chairman of the annual Variety Club golf outing, reports a flood of reservations coming in for the July 27 event at the Erie Downs Golf and Country Club across the border. . . . Alfred Hitchcock's "Marnie" got some nice advance publicity when the Buffalo newspapers covered the closed circuit interview on tv. "Marnie" is coming to Shea's Buffalo downtown and the Aero, Sheridan, and Star drive-ins, starting Aug. 5. . . . Remember the pipe organs that used to play glorious programs in theatres across the country? About 500 persons, American Theatres Organ Enthusiasts, were in Buffalo for a convention featuring formal recitals and vists to home-installed pipes. Representatives of all states, Canada, and England came to western New York for a midnight recital in the Riviera, North Tonawanda, by Jack Ward, assistant organist in Radio City Music Hall. An all-day session featured concerts by Leonard MacClain, Philadelphia; Thomas Sheen, Chicago; and Lowell Ayars, Bridgetown, N. J.; Pearl White, Chicago, and Buffalo organist Art Melgier also played before the convention in Shea's Buffalo. . . . Jack E. Leonard, comedian, will headline the 12th annual Police Funorama at 8 p.m., July 18, in Buffalo's War Memorial Auditorium. . . . On the Sunday before the Variety Clubs International convention opened in Buffalo, Bob Sokolsky used a striking front page in color on the Courier-Express entertainment section, "Focus," of which Bob is editor. It featured a full length pose of a barker, dressed in vari-colors and shouting, "Hello, Buffalo, We're Glad To Be Here." It was a splendid gesture on the part of the Courier-Express and Bob. . . . Jules Lapidus, Warner Bros. division manager, was in for conferences with Anthony T. Kolinski, manager of the local branch, and visits with local exhibitor friends. . . . Frank Arena and David Walsh, Shea's Buffalo, and Jerry Westergren, Colvin put over a tie-up with the Sattler stores that brought a lot of publicity for the Fox production of "What a Way To Go," shown at the Buffalo downtown and the Colvin. In return for the showing in the stores of a fashion reel featuring the gowns worn by Shirley MacLaine, and the displaying in the store windows of the actual negligee and nightgown worn by Shirley, the theatres gave the stores a lot of display space in the lobbies. . . . Tom Harmon is back at the managerial post of the Loew-operated Teck, which recently reopened in downtown Buffalo after being closed for a brief period. The Teck now is showing "Viva Las Vegas," simultaneously with the Aero, Sheridan, and Star drive-ins. . . . Jack Tishkoff, who with his mother, Mrs. Dorothy Tishkoff, have operated the Central Drive-In, Rochester, recently leased to the General Cinema Corp. of Boston, now hopes to enter the teaching profession, specializing in mathematics.

CHARLOTTE

Downtown members of the Greensboro, N. C., Merchants Association again are sponsoring free motion picture parties at the Carolina this summer. Refreshments are served in the lobby from 10:30 a.m., until 11 each Wednesday, when the party will start. The parties will continue through Sept. 2. . . . W. G. Enloe, Raleigh, N. C., district manager for North Carolina Theatres, lost his bid for election to the N. C. State Senate when he failed to get the Democratic nominaion in a field of three. A former mayor of Raleigh, he was seeking to represent the district embracing Wake and Chatham counties, but ran third in the primary for the two available seats. . . . A movement started by a men's group of one church to protest what was termed "obscene" films and literature in Charlotte, has become interdenominational and interracial in scope. The Men's Brotherhood of the Mecklenburg Baptist Association announced that it was joining in and will take over the job of expanding and spearheading the move to "stamp out" such material. The drive was started by the men of the Midwood Baptist Church, who expressed concern about "demoralizing" effects such material had on the youth of the city and asked for signatures of "responsible citizens" on petitions seeking to curb the distribution of such material.

CHICAGO

The estate of James Shields, retired office manager of Balaban and Katz, is being administered in the Probate Division—County Court of the Circuit Court of Cook County by the Northern Trust Co., as executor. . . . Richard Pilarski, Buena Vista exchange, is the proud father of a newly born daughter, Linda Lynn. . . . Henry Ellman, father of Dick Ellman, MGM exchange, died after a

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short illness. . . . Dick Kallman, acting on behalf of Warner Bros., signed up Bill Orr and Hugh Benson in Chicago to search out new talent for the company. . . . E. C. Wright, Chicago Moving Picture Machine Operators' Union, died on June 21. . . . Studio, Inc., has been organized here for production of films. M. Traka has been named manager. . . . Dorothy Lamour, actress, is here with husband, William Howard, so that she can testify in her suit against Thompson Design, Inc., before Judge Hubert Will, Federal District Court. Herb Lyon, Tribune columnist, said, "It has to do with royalties for her promotional work on Thompson's electric manicure sets." . . . Jack Garber, formerly on the press staff at B and K and now a top publicist at U-I studios in Hollywood, returned for a family wedding. . . . Gala premiere opening of Cinerama's "Circus World" is at McVickers today (July 8). Tickets are being sold on a reserved seat basis at the theatre box office, at the various Chicago Currency Exchange Association, Inc., offices, and at Sears stores. . . . Film Censor Board has refused a permit for the showing of "Europe in the Raw." The Plaza Art planned to show the film. . . . Advance ticket sales for "My Fair Lady," opening at the Palace on Oct. 23, are reputed to be in excess of $165,000. . . . Tony Angelos, Crystal, was successful in working out plans for 20th-Fox's new lease in the Merchantile National Bank Building, which will move the company from Film Row in August. Angelo hopes that other exchanges will follow suit. . . . Ben Katz, publicity director at Universal, held a press conference for Marty Ingels of "Wild and Wonderful" at Ambassador East Hotel. . . . Alex Drier, ABC newsman, introduced LaRabida Sanitarium to film patrons to help boost annual drive for funds. Filmack Studios produced the films. LaRabida Sanitarium is the "pet" charity of Variety Club which is cooperating to help build a new wing on the sanatarium in Jackson Park.

CINCINNATI

Sufficient current product available plus wonderful weather caused boxoffices to ring for the opening of the summer season at most area motion picture theatres! Cincinnati's own "Molly Brown" was present for the opening of the "Unsinkable Molly Brown" at the Grand, the winner in a "I ain't down yet" promotion gimmick. . . . Mid-States Theatre gave a cocktail party for press, radio, and tv personalities—a lively sendoff for "Pink Panther," which opened at the Deluxe Times following a 22-week run of "Tom Jones." . . . H&K Enterprises opened the Little Playhouse, Dayton, O., formerly called the Sigma, after complete renovation. H&K also is booking and buying for the Peoples, Dayton, O., for new owner B. Williams. . . . Ed Hyman, Huntington, W. Va., exhibitor, is new operator of the Starlite Drive-In, Sheridan, O., owned formerly by Eugene Combs, Corbin, Ky., exhibitor. . . . Jim Herb, owner, Ohio, Franklin, O., is doing his own booking and buying. . . . E. E. Boyd, long-time exhibitor, has closed his house at Gilbert, W. Va. . . . Cincinnati Theatres opens its new Studio, Middletown, O. The company's Northland Cinema, Columbus, O., is scheduled to open in mid-August. . . . Catherine Ann Kolkmeyer, daughter of Al Kolkmeyer, Universal manager, and Paul Carmony were married.

Attending the recent Chicago premiere of MGM's "The Unsinkable Molly Brown" were Bill Madden, MGM midwest division manager; Mrs. Madden; star Harve Presnell; Mrs. Clarence Keim: and Clarence Keim, Chicago branch manager.

COLUMBUS, O.

RKO Palace held "What a Way to Go" for a third week and Loew's Ohio held "The Carpetbaggers" for a second week, indicating that summer business is going into high gear. . . . "Tom Jones" closed its run in its 23rd week at Hunt's Cinestage. . . . Edward L. Kennedy, Canton, Ohio, has been appointed manager of the new Northland, Northland shopping center, under construction in northeast Columbus. New house will be operated by Cincinnati Theatre Co. . . . Bernard Ginley, manager, downtown subsequent run Southern for the past 19 years, has become owner of all remaining stock in the theatre and has signed a new lease with theatre owners. Ginley became manager of the historic house at the age of 19. . . . Academy-Neth indoor houses and drive-ins had first-run showings of "The 7th Dawn."

JACKSONVILLE

Joe Charles, manager, suburban Capitol, is having more success than ever before with his weekly Thursday morning kid shows. For his first three shows of the summer, Joe has had capacity audiences and has had to turn thousands of children away. Mrs. Iva Lowe, manager, San Marco Art, and John Meehan, assistant at the Imperial, are helping Joe in handling the crowds. . . . Johnny Harrell, formerly of Martin Theatres in Atlanta, came in as a distributor representative to hold a screening of "Panic Button" for local exhibitors and film buyers in the Studio Theatre. . . . Two exhibitors here for talks with their booking agent, Marvin Skinner, were Clyde Chambers, owner, Homestead, and Dave Harris, who has the Temple and Brooklyn, Perry. . . . Jimmy Hobbs, Allied Artists manager in Atlanta, put in a few days at the AA office while the local AA manager, Bob Bowers, vacationed in the Carolinas. . . . Carroll Ogburn, Warner Bros. manager, left here for a company national branch managers gathering in Chicago. . . . C. H. "Danny" Deaver, city manager, Meiselman Theatres, was confined to a hospital for a week by illness, and Herman Meiselman, circuit owner from Charlotte, spent a few days here while Danny was off the job. . . . Visiting exhibitors included William Lee, Community Drive-In, Keystone Heights; T. Edison Bell, Smyrna, New Smyrna Beach, who is now handling his own bookings; Spurgeon Dunn, Gibson, Chattachoochee; Leon Task, 22nd Ave. Drive-In, Miami; Mack Grimes, Bailey Theatres, Atlanta; and Clyde Chambers, Homestead. . . . Exhibitors responded quickly as soon as Bryon Adams, United Artists manager and this year's area chairman for the Will Rogers Hospital and O'Donnell Research Laboratories fund-raising campaign, and his staff had released audience collection kits to their theatres. First to get underway in the drive was Florida State Theatres, the state's largest circuit, which annually collects top money for support of the industry's hospital. Tom Sawyer and his staff in the FST home office advertising and publicity department promptly forwarded the collection kits to managers of FST's 56 operating units in 29 Florida communities. At the local level, Robert Heekin, FST district supervisor for northeast Florida, assigned the dates of collection campaigns to the local Florida, Edgewood, and Imperial at periods when the theatres would have good attendance and a high percentage of adults in their audiences. The next step was for the managers of the three theatres to have meetings with their ushers and concessions attendants who were to make the personal solicitations in theatre auditoriums and to arrange their daily screen programs to permit the Will Rogers collections to be made at peak periods of attendance. The advance planning proved so successful that better than $100 had been turned in at the end of the first five-minute collection period at the Florida ("Robin and the Seven Hoods"), Edgewood ("How the West Was Won"), and Imperial ("From Russia With Love"). A Will Rogers collection at the Center is planned throughout its coming long run of "The Carpetbaggers." Betty Healey, United Artists, WOMPI Will Rogers collection chairman, has volunteered the services of WOMPI teams to all local exhibitors.

MIAMI, FLA.

The overwhelming success of the 10th annual Summer Movie Club show at the Gateway, Ft. Lauderdale, has made it necessary for manager Keith Hendee to conduct showings on both Wednesday and Thursday afternoons instead of just on Thursday, as they have been doing the first three weeks of the program. The great increase in the number of children wanting to attend the showings has been due to several day camps in the area including the movie club as a part of their regular itinerary. As a result, many children have had to be turned away. The additional showing was instituted in response to requests from many parents, Hendee mentioned. Season tickets will be honored on either day. In Hialeah, at the Palm Springs, no more season tickets are being sold since the capacity of the house has been reached in the first three weeks of the popular programs. . . . Hook Hunter, Gator Gunfighters, is giving "fast-draw" demonstrations at the Miracle, Palm Springs, and 163rd St. in connection with the showing of "Viva Las Vegas." This was arranged by Gordon Spradley, Miami. . . . Sympathy to Mrs. Van Myers, wife of the head of Wometco Vending, in the passing of her mother. . . . Sonny Shepherd, vice-president, Wometco Enterprises, Inc., played "Father of the Bride" as daughter Sarah Jean wed on July 4 in St. Matthew's Church, Golden Isles, Hallandale, Florida. . . . Mrs. Lillian Corbett Claughton was featured as the subject of the Miami News' "Our Sunday Portrait" and cited for her efforts as organizing chairman of the women's committee, Variety Children's Hospital and the women's division, Miami-Dade Chamber of Commerce. The attractive head of the Claughton Theatres was the first woman elected to office in the Chamber. Mrs. Claughton has served both as secretary and vice-president of the group. Additionally, she is on the board of the American Cancer Society and Barry College and is honoray chairman of Miami's Beautification Committee. . . . Jack Norris is now manager, Claughton's Trial, Coral Gables, replacing Dean Barrett, resigned due to ill health. Norris has been manager of the North Miami since its opening by the Claughton chain in February, 1963. His assistant at the North Miami, Charles Haupin, has been promoted to manager, and Dale Hanna has been promoted from usher to assistant manager, North Miami. . . Edward Roberts, assistant manager, Trial, was married to Miss Leslie Port, former concession attendant at Claughton's Circle in Miami Springs. . . . When new seats were to be installed in the Circle, Mrs. Lillian Claughton decided the moviegoers themselves should choose which seats they wanted. So she installed three sample seats in the theatre lobby and patrons were invited to sit down and stretch and then vote on which seat they liked best. Votes were tabulated and the seat chosen was truly the majority vote. The new seats are now being put in as well as a new deep carpet and a new CinemaScope screen, all for the big opening of "How The West Was Won." . . . Wometco's Annual Old Guard Banquet was held at the Everglades Hotel at which time the following service awards were given: 15 years, Harry Troeger, Miami; Joe Town, Miami; Jimmy Draughon, Wometco's drive-in theatres; Randy Covington, manager, Capitol; and Ben Kreitman and Marti Wolfe, main office. Twenty years of service each was marked by Bob Brower, manager, Palm Springs, Hialeah; Rose Capozzi, accounting; and Van Myers, head, Wometco Vending. Stanley Stern, head, legal and real estate dept. of Wometco, was given a 30-year award of company stock, as were Paul Allen, art department, and Frank Miller, maintenance dept. . . . Metro-Goldwyn-Mayer officially opened the first major motion picture studio in North Miami, the Ivan Tors-MGM Studio, which will be home base for the "Flipper" series, both for theatre and television showing. Ben Chapman, president and production manager, feels that metropolitan Miami has everything needed for year-round shooting. . . . Wometco Enterprises, Inc., announced continuing record earnings for the second 12-week period of 1964. For the period ending June 13, 1964, per share earnings were 40 cents, an increase of 33 per cent over the 30 cents earned for the same 12-week period last year. For the 24-week period ending June 13, per share earnings were 80 cents as against 60 cents last year, also an increase of 33 per cent. Per share earnings have been adjusted for the 20 per cent stock dividend Dec. 23, 1963. Net income after taxes for the 24-week period was $1,416,288, as compared to $1,043,459 for the same period in 1963. Gross income for the same period, 1964, was $7,342,313, as compared to $4,914,917 in 1963.

MEMPHIS

Connie Richards, entertainment editor of the local morning newspaper, has been sending her column, "Intermission," from the film capitals of Europe. She states that "overseas filming is both artistic and practical." There were 132 newspaper amusement editors included in 20th Century-Fox's jet roadshow tour of Europe. The local afternoon's "Front Row" editor, Edwin Howard, also made the trip. . . . Central, Hot Springs, Ark., reopened. The New, Bearden, Ark., has been closed, and Malvern Drive-In, Malvern, Ark., reopened. In Mississippi, Ritz, Nettleton, reopened; State, Starkville, closed for the summer; and C. J. Collier and B. F. Jackson took over the operation of Lakeside Drive-In, Starkville. . . . Prairie Theatre, Prairie Du Rocher, Ill., will be closed until Aug. 21. . . . Shannon, Portageville, Mo., formerly a Malco Theatres operation, is now under the management of Mrs. Elizabeth DeGuire. . . . Memphis Better Films Council installed its new officers at the June meeting. Mrs. James Fay Hall, incoming president, was honored with a reception following the installation. At the conclusion of the meeting, members saw four travel films supplied by 20th-Fox and Universal. Other officers installed were Mrs. Albert Ruh III, Mrs. Richard Berry, Miss Josephine Allensworth, and Mrs. Cleve Read, vice-presidents; Mrs. George Westerfield, recording secretary; Miss Jennie Allensworth, treasurer; Mrs. Walter Davis, corresponding secretary; and Mrs. Morgan W. Sheehan, parliamentarian. . . . "The New Adventures of Flipper" is the Family-Movie-of-the-Month selected by the local Better Films Council, Mrs. James Fay Hall, president, and Mrs. Cleve Read, film reporter. "The World of Henry Orient" is the Adult-Movie-of-the-Month. . . . The local Variety's sponsorship of the opening night of "It's a Mad, Mad, Mad, Mad World" was given the support of the local WOMPI group, and a special meeting was held to promote the benefit showing. As a part of the promotion, four tickets were awarded. Mrs. Marianne Bartlett, 20th-Fox, and Mrs. Vivian Wallquist, Allied Artists, were winners of the awards. . . . Joe Keifer, Malco Theatres, announces that the Princess, Columbus, Miss., is now operated by Tupelo Enterprises, as is Lyric, Tupelo, Miss. . . . Jack Durell announces that Rowley United Theatres is now operating the Rialto, North Little Rock, Ark.

CIRCUS WORLD
Capri
CIRCUS WORLD

The recent world premiere of Cinerama "Circus World" at Trans-Texas' Capri, Dallas, was sponsored by the Children's Development Center and proved to be an S.R.O. affair.

NEW HAVEN-HARTFORD

Sandra Eleanor Keppner, daughter of Morris Keppner, partner in the deluxe Burnside, East Hartford, and Mrs. Keppner, was married to Richard T. Margolis, Longmeadow, Mass. After a honeymoon in the Canadian Maritime Provinces, the couple will live in Springfield, Mass. . . . Sal Adorno, Jr., owner-operator, Middletown Drive-In, Middletown, is offering a third, title-unannounced bonus feature with his Friday and Saturday performances. . . . A testimonial dinner is planned for newly-retired Hartford Loew's Palace manager Lou Cohen. S W Strand manager Bill Decker will announce a planning committee shortly. Cohen has left the industry after a 50-year affiliation. . . . James M. Totman, zone manager, and James A. Bracken, assistant, visited Bill Decker. . . . Bernie Menschell, Pike Drive-In, Newington, distributed Elvis Presley records to first 100 patrons opening night of MGM's "Viva Las Vegas!" . . . S W has shifted Charles Obday from mangership of the newly-shuttered Palace, Norwich, to the Port, Newburyport, Mass., succeeding Paul Wenzell, retiring after 55 years in the trade. . . . Milton LeRoy, Blue Hills Drive-In, Bloomfield, distributed free puzzle games opening night of Buena Vista's "The Incredible Journey." . . . Continental's "Mediterranean Holiday," will have its long-delayed Connecticut premiere Aug. 26 at the Strand, Hartford. . . . Richard Wilson, Lockwood and Gordon's East Windsor Drive-In, offered free motorcycle rides to all patrons opening night of MGM's "Viva Las Vegas!" through courtesy of the local Honda motorcycle distributor. . . . Film Row pridefully took note of chairmanship by Roger Darin, formerly with New York's Show Corporation of America, of the 1964 New Haven Festival of the Arts, conducted June 25-30. A New Haven native and accountant, Darin recently entered the classical music presentation field. . . . Two Norwalk theatres—the hard-top Palace and the Norwalk Drive-In—joined forces with the Fine Arts, Westport, in cooperative newspaper advertising for 20th-Fox's "What a Way to Go!" Significantly, the ad budget included space on women's pages. Normally, Connecticut theatres have concentrated on amusement page coverage. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, Connecticut circuit, received word that George Tzavallos, producer-director of Connecticut-backed "Antigone," was named a judge for the West Berlin (Germany) International Film Festival. "Antigone," shot on Greek locations is being distributed by Ellis Films, New York. . . . The Groton, Conn., Shoppers Mart, rapidly-expanding shopping center, announced plans for an 800-seat motion picture theatre would be submitted to the July 13 Town Planning Commission meeting. If approved, the facility would be sole hard-top theatre in this New London suburb. The Ray Stone interests operate the Bridge and Groton Drive-Ins. Another hard-top. the Groton, was shuttered six years ago.

NEW ORLEANS

Ralph B. Mann, manager, Martin, Andalusia, Ala., brought out the crowds for American-International's "Muscle Beach Party" by advertising that it was "Not suitable entertainment (for adults)" and stating that "If you must see it, please bring a signed note from your kids, or we cannot take any responsibility for what it does to you!" . . . Variety Club Tent 45 sponsored the premiere of Paramount's "Circus World" at the Cinerama and the affair was a complete sell out. . . . Tent 45 recently presented a new station wagon to the Crippled Children's Hospital. . . . The new owner of the Sheff, Poplarsville, Miss., is R. A. Sinquefield, Jr., who acquired it from B. V. Sheffield, who has retired due to ill health. . . . The National in the uptown section of New Orleans, which for the past few years was operated as an art house by United Theatres of New Orleans, has been leased for 10 years to the Art Theatre Guild of Phoenix, Ariz., who also operate the local Peacock Art House under the management of Nelson R. McNaughton, Jr. At the helm of the National under the new management is Barsch Miller. . . . Paramount Gulf Theatres have transferred the operation of the Princess, Colum-

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Mrs. Marie C. Berglund, retiring president, recently turned the gavel over to her successor, Miss Helen Pila, Paramount Gulf Theatres, Inc., new president of the Women of the Motion Picture Industry of New Orleans, at an installation dinner in the Rose Room of Kolb's Restaurant.

bus, Miss., and the Lyric, Tupeolo, Miss., to Malco Theatres in Memphis. . . . Mrs. Elizabeth McBride, long time employee at United Theatres, Inc., first as a theatre manager and for the past two years as pay-roll clerk in the home office, has resigned to remain at home and take care of her two grandchildren while their mother, Mrs. Louise Owens, convalesces from an operation. . . . Variety Club Tent 45 will sponsor the premiere showing of Paramount's "Becket" at the Saenger on July 16. . . . Bill Cobb, president, Exhibitors Poster Exchange, and owner of a string of theatres, visited his ailing father, G. L. Cobb in Springhill, La. He also visited his sister, Mrs. Ruth Cheshire, with whom he owns the Joy Drive-In, Minden, La. . . . Mr. and Mrs. William J. Reinke, of Richards Center, announced the birth of their second son, Todd Michael, born June 30 and weighing eight pounds, six ounces. . . . Margaret Froeba, Columbia's hello girl, is on a California vacation.

PHILADELPHIA

The Theatre Owners of Pennsylvania and The Motion Picture Associates co-sponsor a testimonial dinner in honor of Samuel E. Diamond, newly appointed eastern division manager, 20th Century-Fox; and welcoming Bennett Goldstein, his successor as local branch manager of 20th-Fox, at the Bellevue Stratford Hotel on July 20. Co-chairmen are David E. Milgram, Mort Magill and David Rosen with Frank J. Damis, Norman Silverman, Claude Schlanger, Jack Greenberg, George Beattie, and Rocco Palese. . . . John Phelan, well known booker in area exchangers, died. . . . United Artists held a sneak preview of "A Shot In The Dark" at Goldman's Midtown. . . . United Artists plan to move from Vine Street to the Fox Building next month.

PORTLAND

"The Great Race" unit companies are in Oregon for background shots on the Oregon coast, and the first unit, with Jack Lemmon, Tony Curtis, Natalie Wood, and others, will be here starting July 28. Headquarters will be the Gearhart Hotel. . . . Stan Smith, Irvington, sneak previewed UA's "Shot in the Dark" along with "Tom Jones" and "Hud." The house was packed with patrons, exhibitors and the press.

SAN ANTONIO

Wesley Holstein, former manager, Lackland D-I, operated by Gulf States Threatres, Inc., has resigned his post to take over duties as bailiff in County Court-at-Law No. 2. . . . A pretty model in the guise of "Molly," heroine of Meredith Willson's hit musical, "The Unsinkable Molly Brown," is appearing on Houston street, near the Majestic. She'll be wearing an old fashioned costume and carrying 10 facsimile copies of the New York Times edition of April 16, 1912. To win valuable prizes—ranging from $50 cash to movie theatre passes—all passerby have to do is tap her on the shoulder with a copy of the San Antonio Evening News and ask, "Are you the unsinkable Molly Brown?" . . . Frank Whisenant, manager, Fredericksburg Road D-I, the city's first, now operated by Stanley Warner of Texas, reports the installation of a new box office at the entrance of the D-I. . . . Tom McDaniel has taken over duties as manager of the Lackland D-I. . . . Alvin Krueger, manager, Laurel, suburban theatre operated by Cinema Arts Theatres, has installed a new screen. . . . In its "Now and Then" column in the San Antonio Evening News, several issues have been devoted to "then" and "now" sites of local theatres. The two latest ones concerned the old Grand Opera House on Alamo Plaza, which was built about 1880 and which was the city's leading theatre for many years. Road shows featuring America's most famous actors were more common than operas, however. The old Opera House still stands today, but it is now a variety store. The second recalled the Princess, which was one of the city's leading movie houses in the early 1920's, and also featured stage shows. A fashion store now occupies the site of the Princess, with the Majestic, Interstate flagship, on the opposite side of the street. . . . In conjuction with the showing of "Robin and the Seven Hoods" at the Majestic, Lynn Krueger, manager, played music from the sound track through a special loud speaker set-up with cut outs of the stars as the background. There was also a tie-in with Mr. B., a tie outlet, which offered a special discount on all purchases at the store with stubs from the theatre. . . Richard Vaughn, manager, downtown Texas, staged another Pepsi Cola free show with six Pepsi caps the price of admission.

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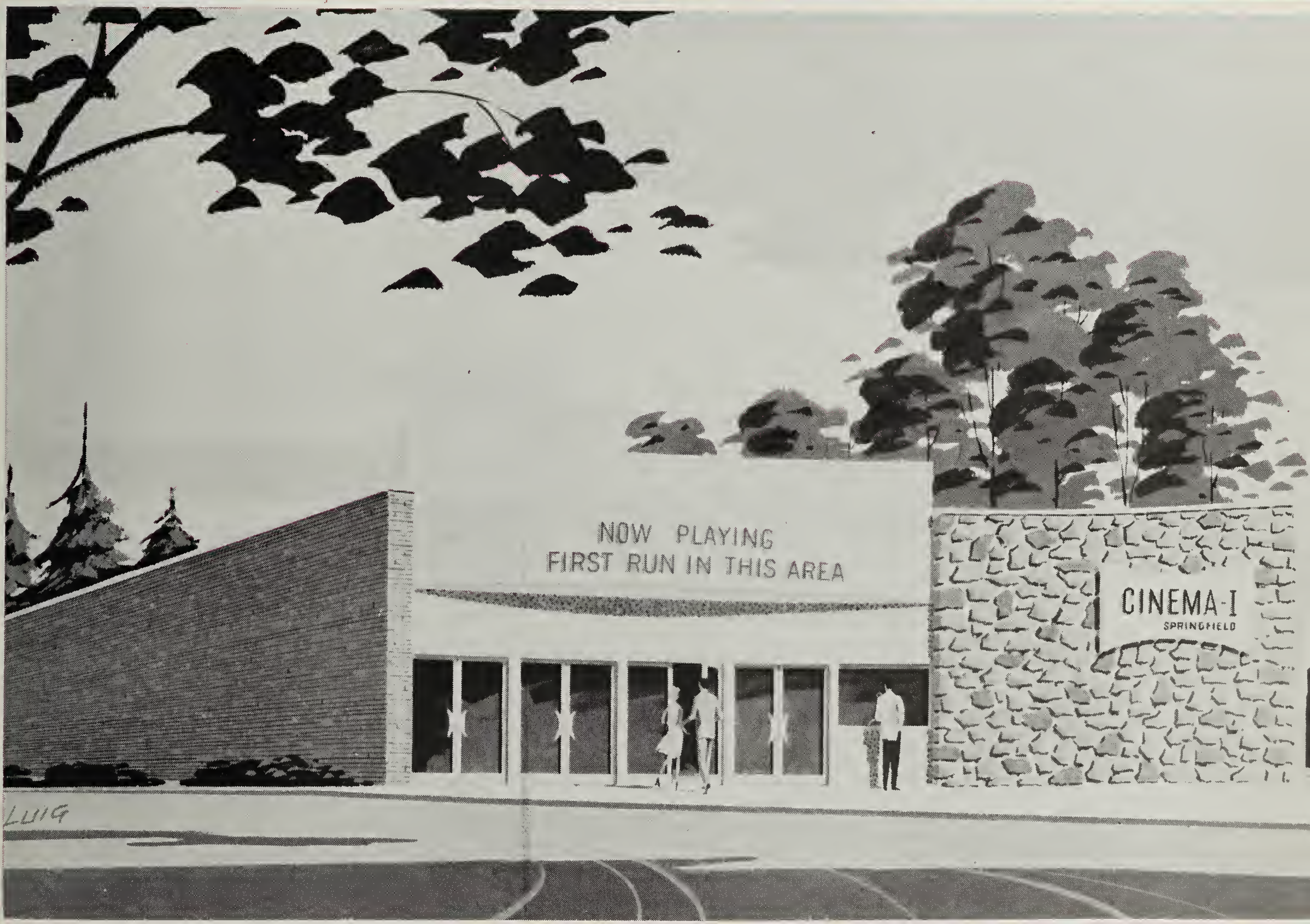
Springfield, Pa. Indoorer *Page PE-14*

PHYSICAL THEATRE
•
EXTRA PROFITS



COVER PHOTO • Cinema I, to be completed this fall by Alfred A. Gilbert, Philadelphia developer, will be leased to Claude J. Schlanger, Doylestown, Penna. exhibitor under an agreement with Gilbert. The 900 seater will cost about $350,000.

Volume 19 Number 7
July 15, 1964

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

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When it comes to advertising, your Representative for Coca-Cola is the man to see. His counseling on advertising is part of a program called, "Custom Merchandising." A program that also includes advice on promotions, equipment selection, personnel training, ticketing, and so on.

Our representatives have an average of 12 years' merchandising experience with The Coca-Cola Company. And they represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to advertising (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go
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with
Coke
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Editorial

Patrons' Opinions Count

THERE'S no time like a period of prosperity for an industry to take inventory of its assets and evaluate them in terms of continued success.

We have seen exhibition take a new turn—infused with a confidence long paralyzed by the blow suffered when its first serious competitor, TV, turned up on the entertainment scene.

There is money available for new theatre construction in amounts underscoring the bright prospects ahead for the industry, while the product situation, still far from settled, appears better for the next two years than for some time. Perhaps the biggest question in looking at the industry has to do with the cash customers who will have to continue to support the current revival with their boxoffice dollars if it is to keep up in the future.

An audience for any type of entertainment is a fickle thing. Exhibition should, therefore, attempt to court both old and new patronage, providing the U. S. theatre business with the best insurance possible against another depressed period. While influencing the quality and quantity of features on the production end of the business is best accomplished by organized groups capable of getting an ear, individual theatremen are the ones responsible for doing the kind of public relations job on the local level required to keep the industry healthy and growing.

Of special import is the area of patron service and conveniences. Services and conveniences encompass the condition of the theatre itself; the kind of personnel who staff it; the services it offers to the movie patron such as parking, concessions items, adequate rest room and lounge facilities; and other facilities and policies too numerous to mention. This area in theatre management has given increasing attention by the larger theatre circuits, notably those most active in the construction of new situations.

A service industry, especially one in the entertainment field, must follow the people, and today, this has come to mean more than taking films to the new population centers near our large cities. In addition, we must follow shifting public tastes in the arts, including drama, architecture, and interior design, and the graphic and three-dimensional fields. Just how important an awareness of these preferences is can be seen in the resounding success of some "newer" circuits who have, during the last five or 10 years, successfully pulled the money-makers away from center of town situations by offering their patrons these little extras and emphasizing quality presentations on their screens.

Whether the industry is prepared to accept it or not, it too has become a serious means of artistic expression to many persons. Patrons' opinions obviously account for the success or failure of many films. So too, in more subtle ways, they may be cited as the reason behind the success or failure of many a theatre. Ignoring them poses a jeopardy to the future that is both needless and self-damaging.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

RCA THEATRE SERVICE keeps the reels rolling!

Day after day, year after year, RCA's completely planned theatre service program makes sure your equipment reels off a patron-pleasing showing. And that's the kind of performance that makes a great showing at the boxoffice, too!

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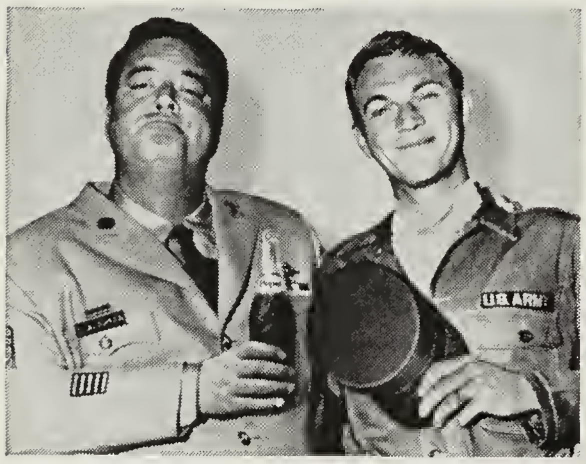
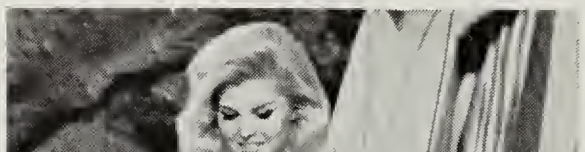


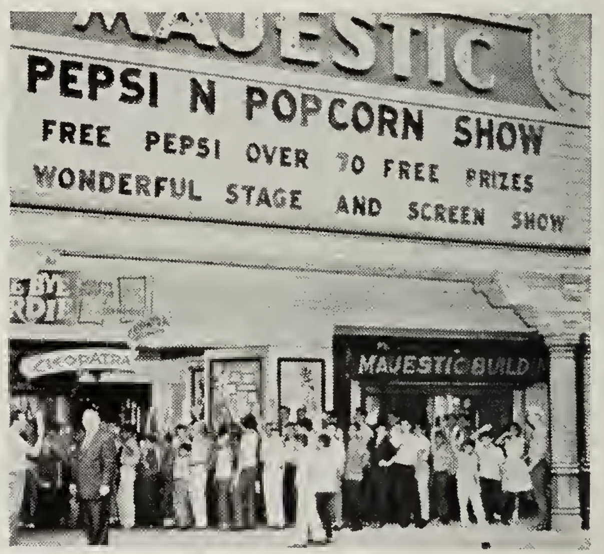
Pepsi Bottlers helped promote "Soldier in the Rain," exhibitors got extra traffic.

PEPSI
PEPSI
POPCORN

"Pepsi 'n Popcorn Twins" promotion really stirred up local excitement!



Hollywood titled a picture after Pepsi's theme: "For Those Who Think Young." It's like getting a whole feature-length commercial aimed at the young movie-going crowd!


MAJESTIC
PEPSI N POPCORN SHOW
FREE PEPSI OVER 70 FREE PRIZES
WONDERFUL STAGE AND SCREEN SHOW
CLEOPATRA
MAJESTIC BUILD

Crowds like this give picture exhibitors "pow" box-office and concession sales.

You've got to give them something new, and Pepsi comes up with the promotions every time.

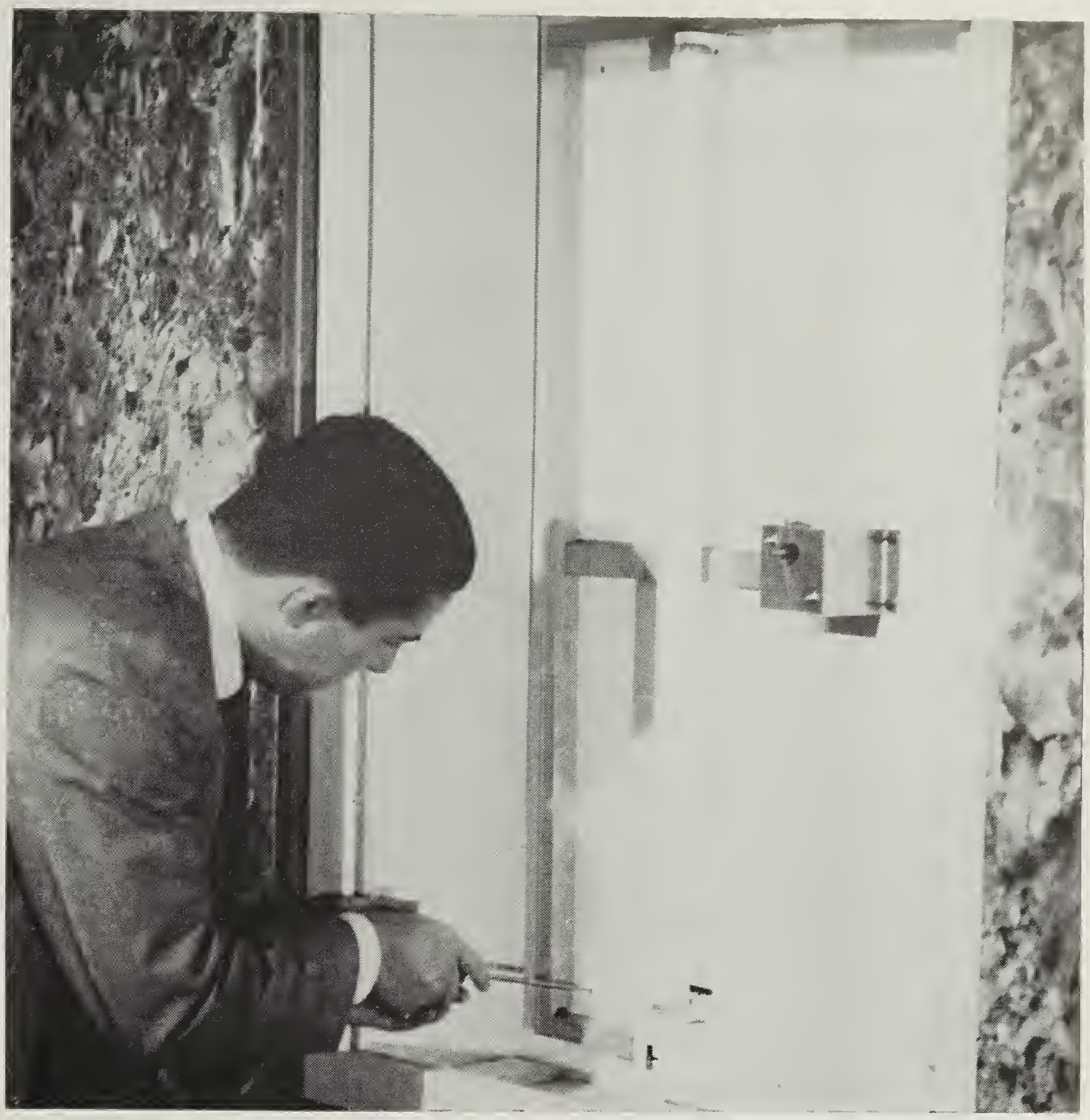


FIGURE ONE—Demonstrator holding screw driver shows simple method of affixing backboard to wall.

new displays feature simple, fast installation

Setting-up For NSS's Cinemotion

PHYSICAL THEATRE

Vol. 19, No. 7 July 15, 1964

■ THE NEW IMAGE at National Screen Service is more than good public relations. It is the result of energetic leadership and extensive research and development of new showmanship aids for the motion picture and entertainment industry in general.

One of the most promising innovations to come from NSS has been the introduction of their new "Cinemotion" Display Service. This exciting showmanship concept—displays in motion—has been offered to motion picture theatres as part of a regular weekly service.

The first installation of Cinemotion was made in the Grand Theatre, Dubuque, Iowa. Iowa. M. J. Dew-Brittain, owner of the Grand, launched an extensive promotion campaign, with newspaper support, to introduce the new type of animated display, currently gaining wide attention at the New York World's Fair.

Cinemotion is basically a process combining the use of polarized light discs with a special polarized material developed after months of research and experimentation. NSS has equipped a special plant to handle Cinemotion service to theatres.

GOLD

Burton E. Robbins, president of NSS, has cited Melvin L. Gold, general sales manager, as the individual whose initiative and drive resulted in the adoption of such new approaches to theatre showmanship as Cinemotion displays.

As used in theatres, the process creates lively, colorful displays that catch the eye with their realistic animation. The principle involves the engineering and application of optical plastic vectors to those surfaces of a drawing or photograph where it is desired to simulate motion. Light is projected through rotating, polarized discs onto or through the treated surface of the illustration, which results in animated effects. Realistic facsimiles of a wide variety of motions can be created by the technique.

The Cinemotion display case contains all component parts competely assembled as an independent unit. The specially prepared accessory, ready for use, is inserted

——— *Continued*

INSTALLING CINEMOTION

——— *Continued*

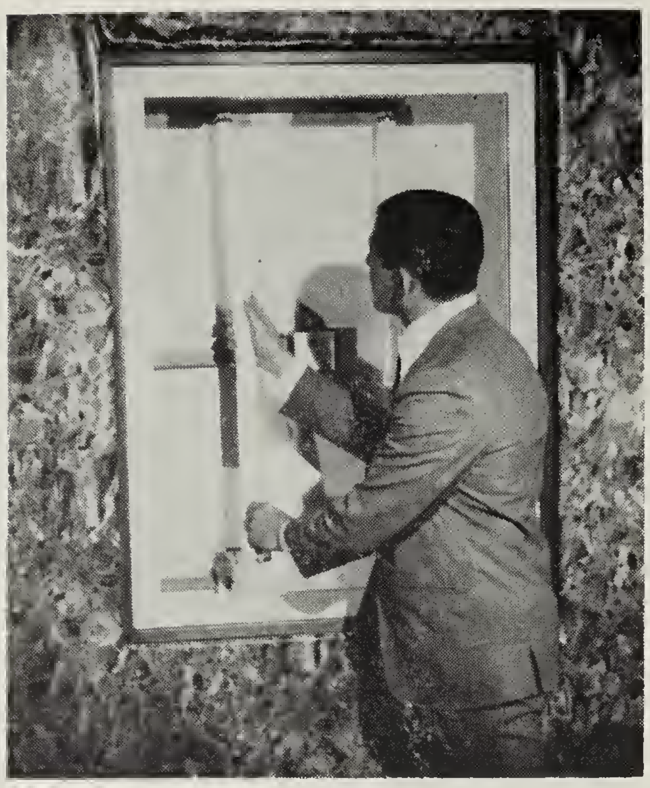


FIGURE TWO—Demonstrator inserts flourescent tubes into pre-assembled backboard unit.

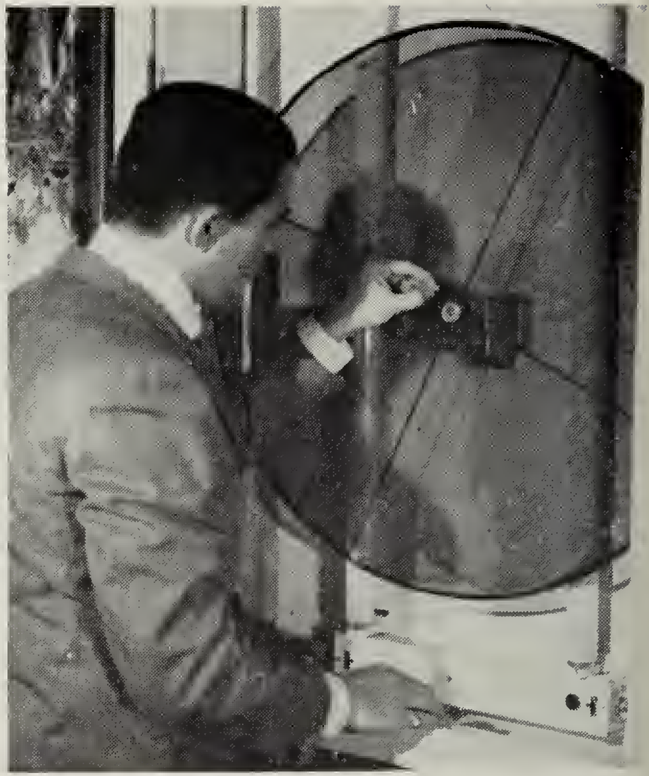


FIGURE THREE—Polarized wheel connected to low current motor by shaft, providing refracted light.

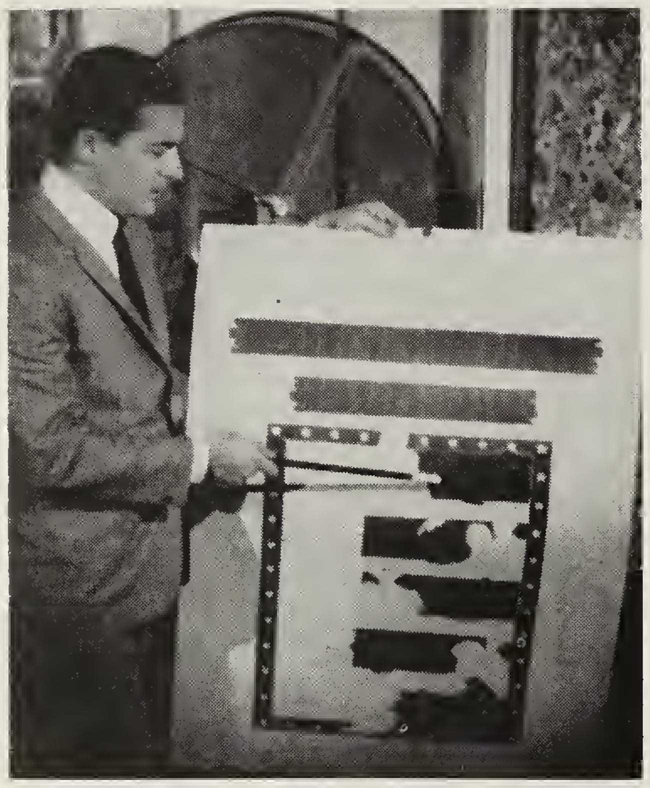


FIGURE FOUR—Demonstrator points out various animated parts of accessory.

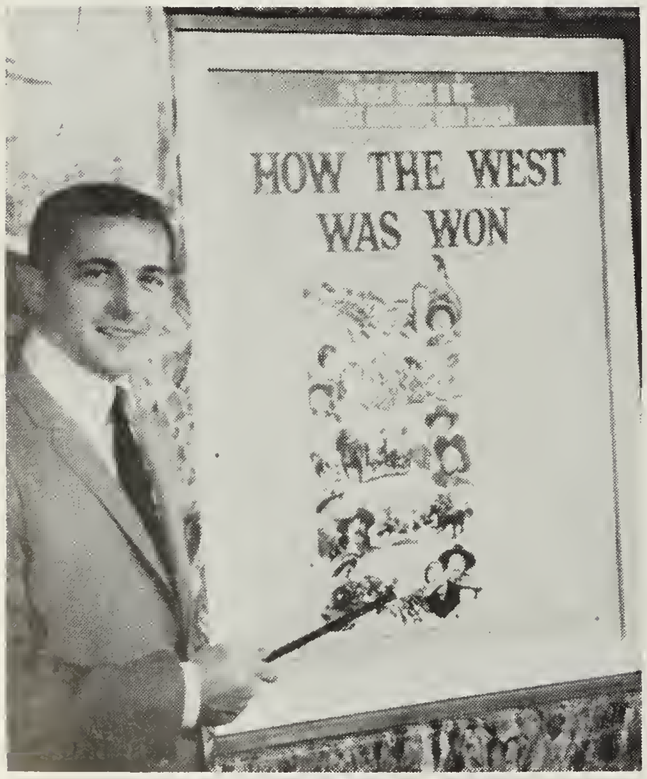

HOW THE WEST WAS WON

FIGURE FIVE—Installation complete and ready for future Cinemotion displays.

in a slot at the top of the case sandwiched between two pieces of transparent acetate for easy accessibility and protection. The exhibitor need only insert the accessory and connect the unit to any wall outlet.

Installation of the display case is simple and fast. A step-by-step review of a sample installation will serve to acquaint theatremen with both the principles and applications of the process.

FIGURE ONE shows the basic backboard unit being placed into a recessed wall frame and affixed by the insertion of six screws. One flourescent tube is seen in place. The unit in the center of the wallframe is a small, low current motor which drives the polaroid wheel.

FIGURE TWO shows flourescent tubes being placed into pre-assembled backboard unit for the purpose of supplying the required light source for animating the accessory.

FIGURE THREE shows the polaroid wheel being placed on small hub extended by shaft from drive motor. A small wrench attached to the backboard is used to tighten and loosen the screw on the wheel hub enabling simple removal and installation of the wheel itself for access to lights. The polaroid wheel revolves to provide the necessary refraction of light, activating the polarized material on the back of the accessory.

FIGURE FOUR has demonstrator pointing out areas on reverse side of the accessory that are treated with polarization material for activation of pre-determined areas and scenes to give "life" to the display. As in the silk screen process, opaquing or masking off certain areas is done. In Cinemotion, these areas do not pass light.

FIGURE FIVE shows the completed installation, with accessory in place in the recessed wall frame for action. The theatre may now change its Cinemotion displays, as described earlier.

The technique is expected to find other applications in the theatre showmanship field, since signs of all types may be created to achieve spectacular effects using the process. NSS will handle, on an exclusive basis, the marketing and distribution of Cinemotion products for the entertainment, motion picture, and television fields, as well as related display markets in the U. S. The additional marketing areas include spectaculars, world fairs, trade shows and conventions, exhibitions, and other allied fields.

Gold announced that Cinemotion displays are available to exhibitors on a 52-week contract basis as a rental service. He stated that NSS can provide service on any motion picture in release June 10, 1964, or on forthcoming product.

Sales and advertising heads of major film companies had their first look at Cinemotion recently at a cocktail party in the Washington and Jefferson Suites of the City Squire Motor Inn, N.Y.C., where National Screen executives hosted film company staffers.

Burton E. Robbins stressed the "new image of research, progress, and new showmanship techniques" at the three-day sales meet, which brought together NSS branch managers, sales personnel, and department heads.

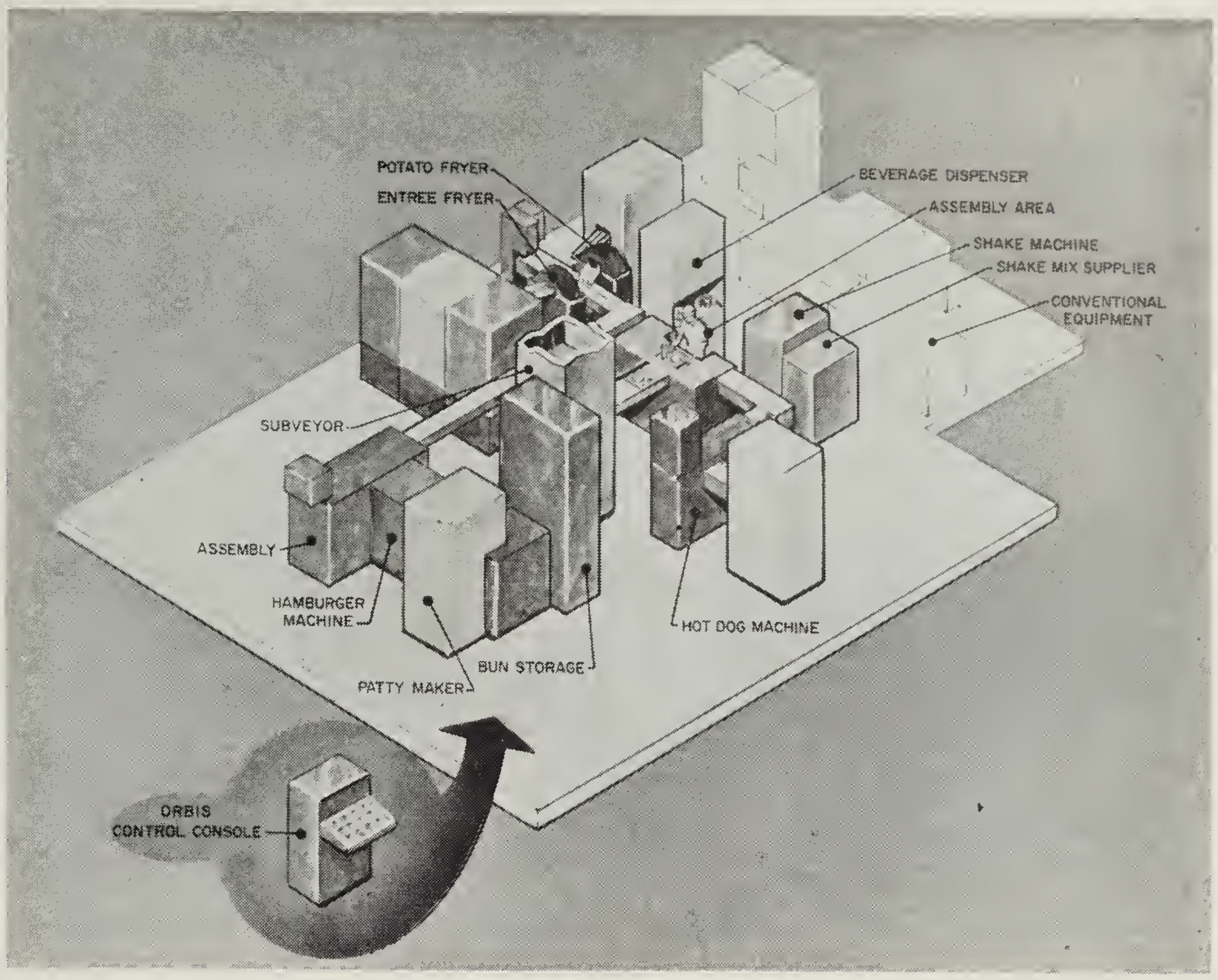


Illustration shows arrangement of units at Fiesta Drive-In, Levittown, L. I., where American Machine & Foundry Co.'s new AMFare System for automating the preparation of food in "Limited Menu" restaurants is in operation.

Automation

NEW FOOD SERVICE CONCEPT A PREVIEW OF TOMORROW'S CONCESSION OPERATION

Automated kitchen equipment that may prove the answer to food preparation at "limited menu" restaurants was shown to this paper at a behind-the-scenes look at American Machine & Foundry Co.'s new AMFare System.

Since May of 1962, when AMF opened the Fiesta drive-in restaurant in Levittown, Long Island, location of the first and only AMFare installation to date, the new food preparation equipment was a carefully guarded secret so well kept that even steady customers of the Fiesta were unaware they were being served machine prepared foods.

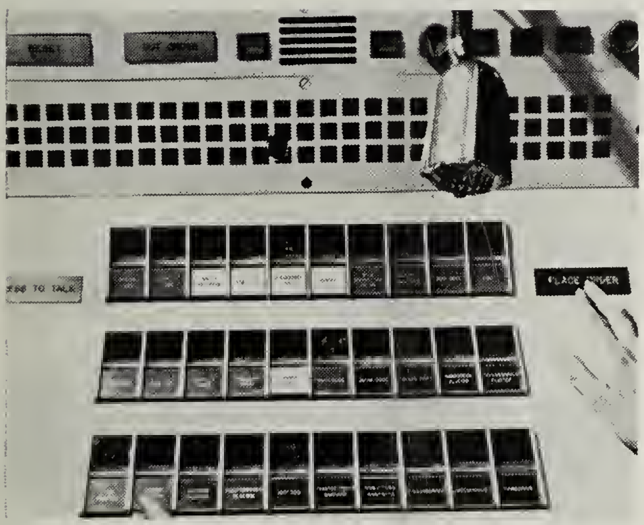
Eventually, the automated system may mark as dramatic a change in food preparation as the AMF-developed automatic pinspotter did in bowling. AMFare, designed for drive-in situations doing in excess of $200,000 annually, completely automates the ordering, billing, and preparation of 16 items on the Fiesta's menu.

The drive-in, designed to test the system under actual operating conditions, was originally equipped with a standard, manually operated kitchen in addition to the original version of AMFare. During the first 15 months of operation, the equipment was tested, and, according to AMF, in some cases redesigned. Orders taken from the Fiesta's customers were prepared by cooks in the restaurant's groundfloor kitchen, and duplicated by the hidden, basement installation of AMFare equipment.

According to Carter L. Burgess, AMF chairman, the system will insure food preparation of high quality and uniformity, food savings, and tighter inventory and dollar control.

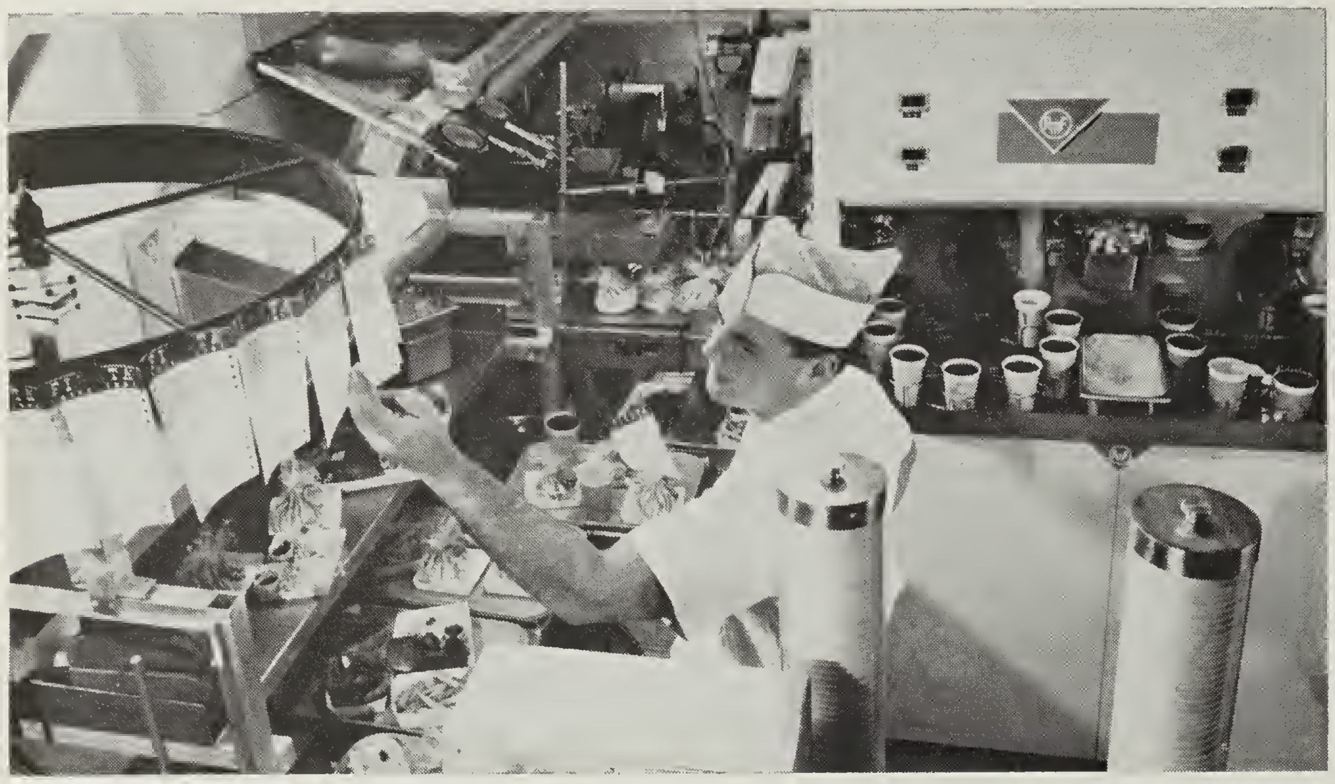
The company said it has spent in excess of $8 million in research and development on the drive-in restaurant equipment to date. In addition, several hand-manufactured demonstration units are being built for installation across the country and the company plans to further refine manufacturing techinques so that full scale production of AMFare can begin by Feburary, 1965.

For the most part, the Fiesta looks like many other drive-in restaurants. Patrons



Electronic console ordering unit called "ORBIS" prints checks, computes totals with sales tax, delivers check, activates food and drink producing machines.

(Continued on page PE-8)



The AMFare System prepares 16 items from six categories of "limited menu" restaurant food and drink items automatically. At central point where menu items are brought together by conveyor belts, assemblyman matches them up with checks from ORBIS and assembles orders on trays.

AUTOMATED FOOD SERVICE

——— *Continued*

pull into one of its 60 car spaces, and make a selection, calling in their orders via a telephone at each stall. The restaurant also has a walk-in booth area inside which seats 70. Telephones are located in each booth for placing orders.

The operator taking customers' orders is seated at a large electronic console located in the first floor kitchen area. This control unit, called ORBIS ("Ordering and Billing System") has 30 large keys, each marked with the name of a menu item. After the customer's order is called in, the ORBIS operator acknowledges it over the two-way telephone and punches the corresponding menu item keys on the console. The individual items are stored in a memory center until the order is complete.

The operator then depresses a "Place Order" button activating the appropriate machines in the restaurant's basement. At the same time, the ORBIS prints a check, totals it, and sends it to the order assembly area below.

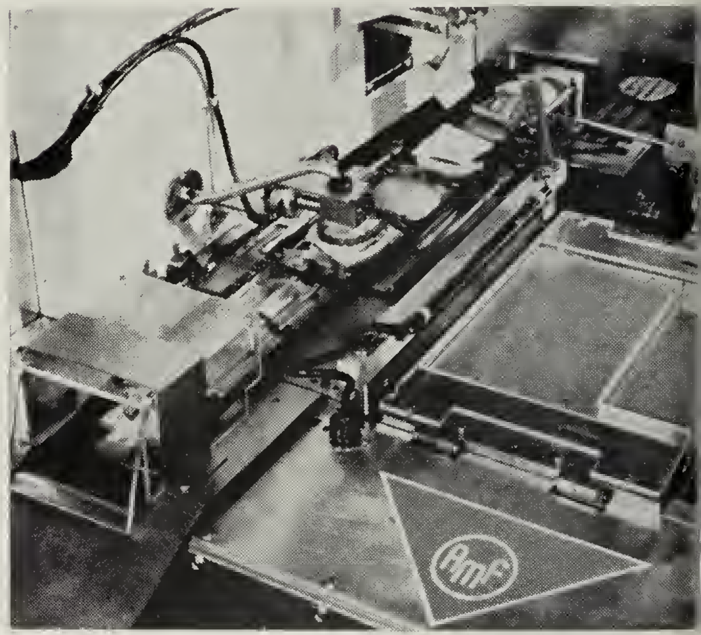
The console also stores backlogs of orders on items in preparation, continuing to send impulses to the equipment until it has filled all standing orders.

The food and drink machines in the basement operate independently on command of the ORBIS console. The preparation machines are arranged around a centrally positioned assemblyman and the ready-to-serve items are brought to his work area by a system of conveyors. He places the completed order on a tray, which is moved into a dumbwaiter that lifts the trays to a pick-up station on the level above.

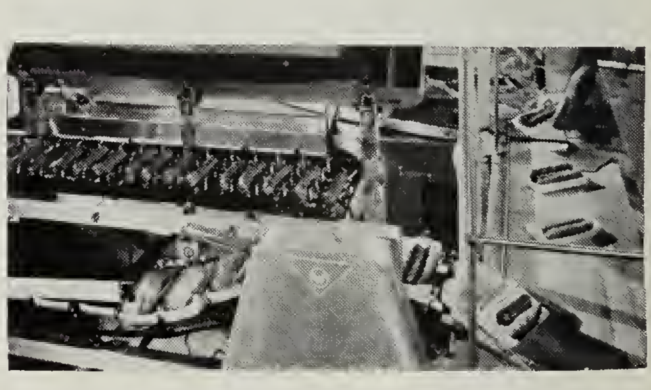
The menu presently offers a variety of cooked food items, including fried entrees (chicken, shrimp, and fish) and French fried potatoes and onion rings, hot dogs and hamburgers, cheeseburgers, and a "Fiestaburger" made with a special sauce. The system also prepares milk shakes, orange freezes, and mixed and carbonated drinks. A total of sixteen different menu items are prepared to order by AMFare.

Benjamin S. Holderness, AMF exec working on the AMFare system, said the Fiesta's equipment has been in operation under field conditions for a full year with no real troubles to date, assuring that the System can meet the reliability requirements of heavy users in the drive-in field.

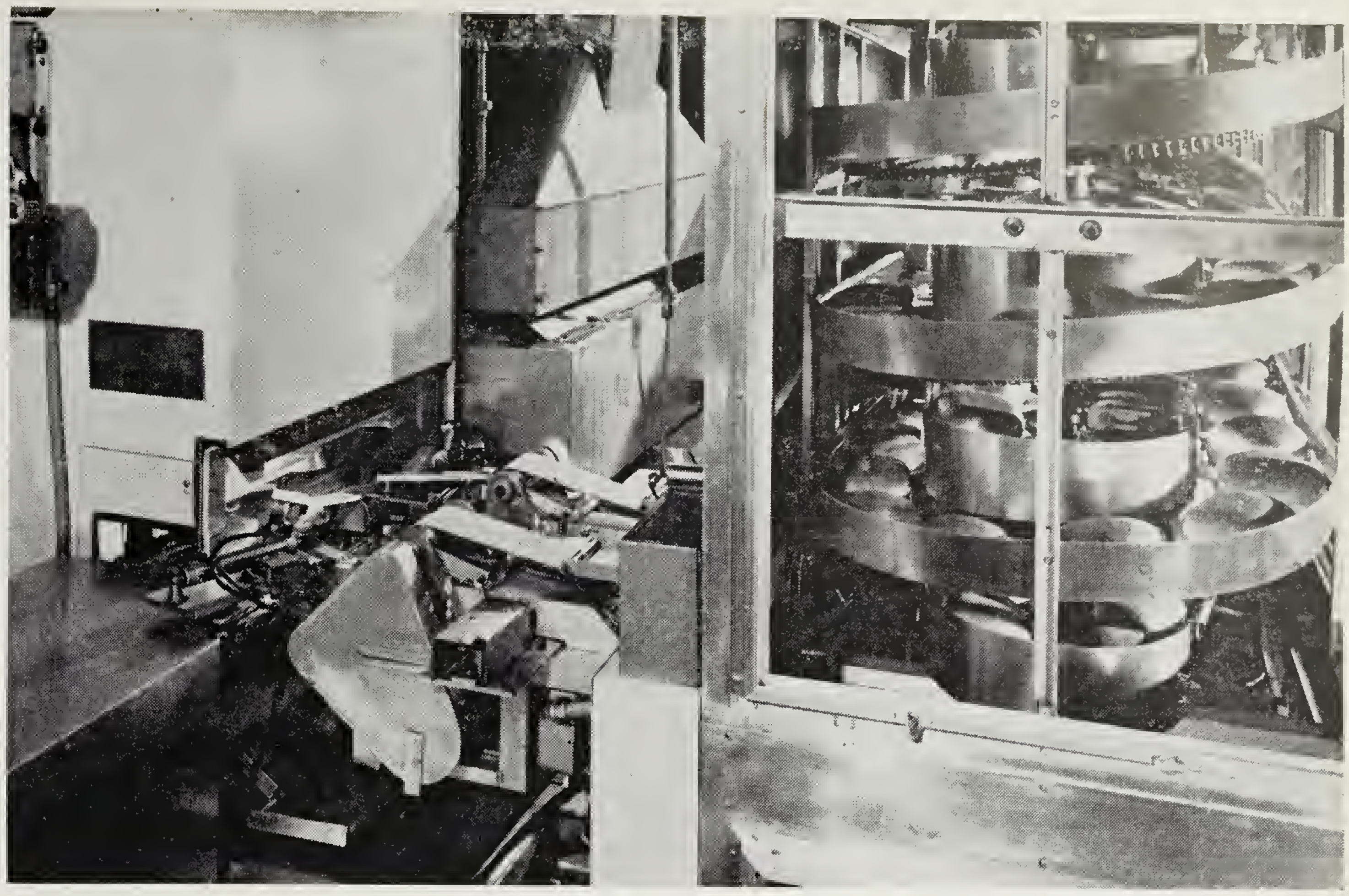
Each of the main units in the system stores food at a predetermined temperature for controlled quality cooking. Above the large hamburger machine, for example, is a large, refrigerated storage chest holding bulk ground meat, constantly agitated so that natural juices do not settle. The hamburger machine also stores loaf cheese, sliced down automatically when a cheeseburger order is being filled, and the special sauce used in making Fiestaburgers. A glass-enclosed bun storage unit feeds the machine pre-sliced buns which are warmed and mated with the cooked hamburger pattys.



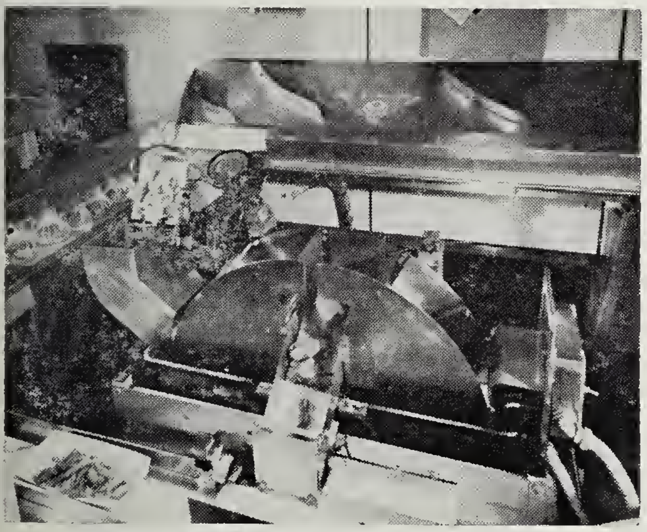
Cooked patty emerges (upper right) from cooking unit to meet a sliced roll coming from toaster in two slices. Then final assembly of the sandwich begins.



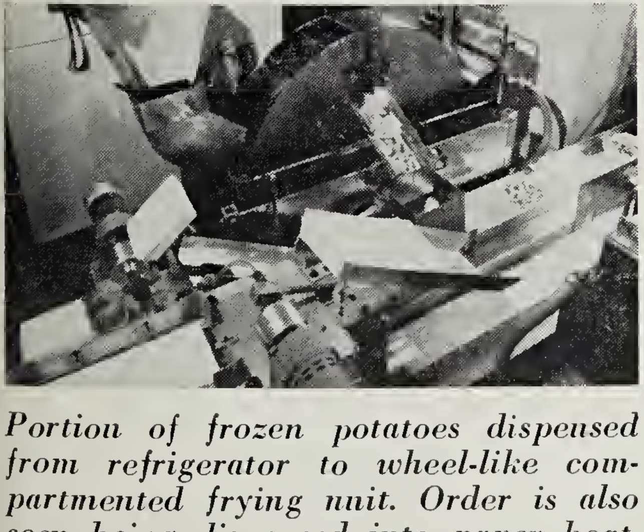
After automatic preparing boated hot dogs move on conveyor to assemblyman.



Hamburgers by AMFare System being produced as rolls are sliced and delivered from bunnery on right to toasting device. Uniform patty is formed by patty-maker on left. Meat then passes through cooking oven which parallels toaster.



Entree fryer delivers in a paper boat an order of French fried onion rings (lower left) cooked and moving on conveyor to central assembly point.



Portion of frozen potatoes dispensed from refrigerator to wheel-like compartmented frying unit. Order is also seen being dispensed into paper boat.

A series of large chests also refrigerate, or hold in frozen states, foods for the entree fryer. The unit moves the items from cold storage to delivery in cardboard boats after cooking with the items never being touchd by human hands except when stocking the storage units. Shrimp, onion rings, and fish are kept frozen, while the chicken, too large to be thoroughly heated in the same time as the other items, is pre-cooked and breaded, then kept under refrigeration.

Capacities for the different machines vary. The hamburger machine can deliver approximately 500 "mixed" burgers, including cheeseburgers, hamburgers, and deluxe hamburgers with two meat patties, cheese, and sauce on one roll, or upwards of 600 plain hamburgers per hour. The French-fried potato machine is capable of delivering 200 orders per hour.

Any combination of items, including preparation of a complete meal, can be handled in four minutes from the time the "Place Order" button is pushed.

At present, another minute is required to get the assembled order to the delivery station upstairs via the vertical lift. When installed on a first floor location, such as in the normal kitchen area of the Fiesta, the time will be reduced.

At present, the System is designed to serve drive-in type restaurants that offer both car-hop and inside service. The AMFare units will be either leased or sold as a complete package, designed to operate with a small standard kitchen to handle overloads or take over while maintenance or repair work is being performed.

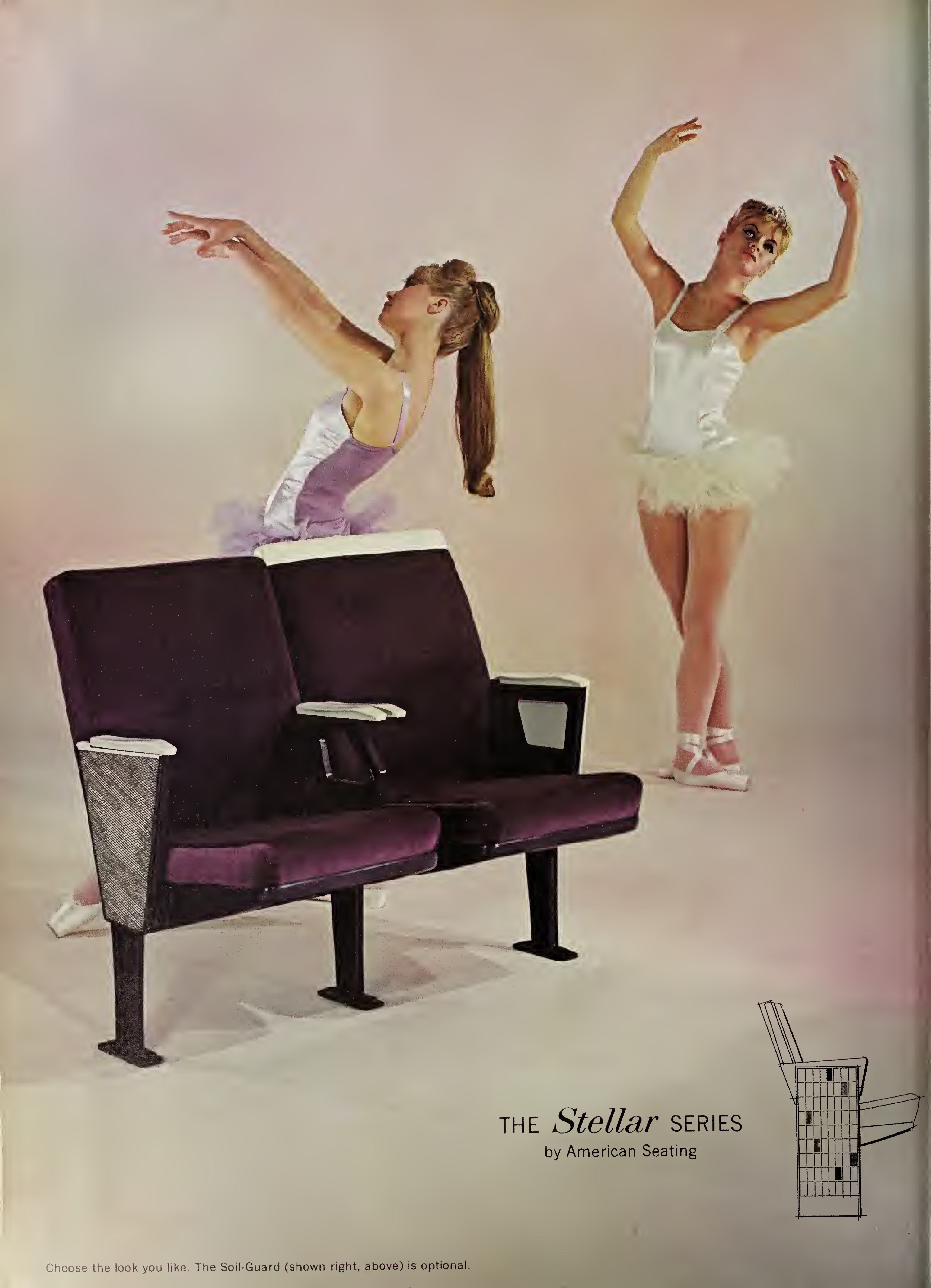
All of the machines in the System may be restocked while in operation.

Individual components of AMFare will not be offered for sale, according to present company plans, with a complete package being offered for outright sale or lease. Maintenance personnel will be sent to the Levittown installation, where an additional AMFare System is being installed for training maintenance personnel.

Applications of the new automated principles found in the System can easily be seen in other areas of the fast food industry. With labor, inventory, and food savings problems common to most situations, the System may eventually find its way into other food fields where dollar volume warrants the equipment investment.

The company reports that at the Fiesta installation, it would require 90 man hours per day to perform the work done by AMFare with less than half that amount of labor. In addition, economies are realized in reduced spoilage during cooking, closer portion control, and better inventories due to the constant monitoring of ORBIS.

The staff presently operating AMFare at the Fiesta consists of two maintenance men and three operational personnel working staggered shifts totaling 40 man hours a day.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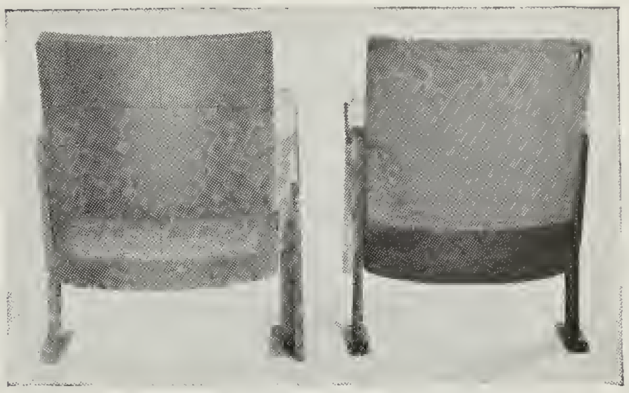
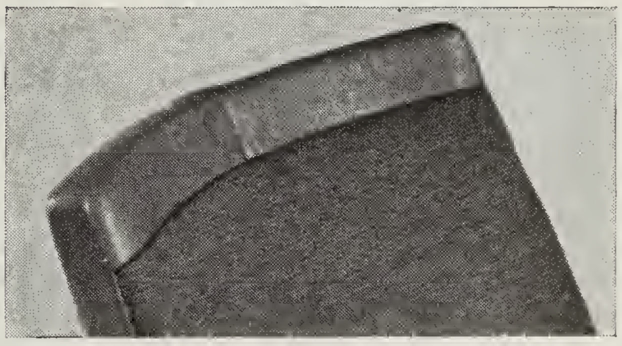
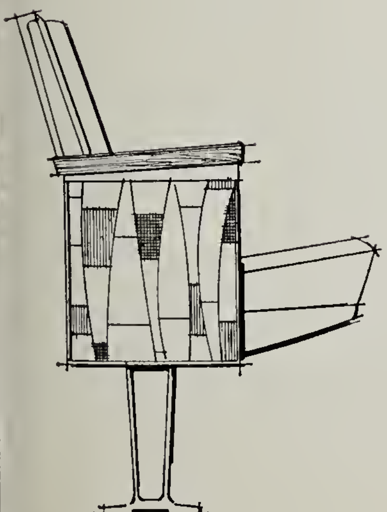


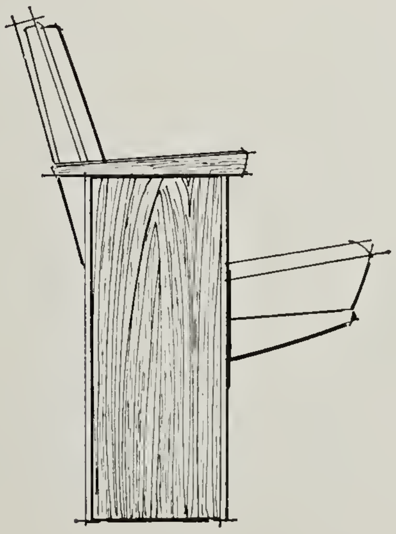
The Stellar chair has a very long back to protect the seat from feet. There are three variations of the Amerflex® plastic back, two of the upholstered back.

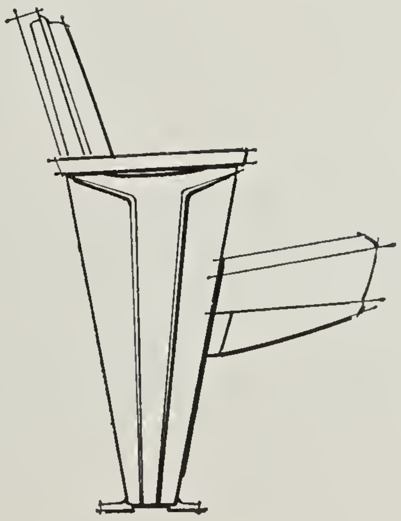
Single or double armrests are available. You may choose either type.

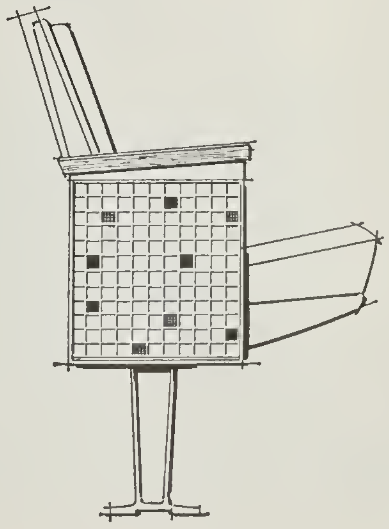


Exclusive Soil-Guard (optional) of solid-molded plastic protects upholstery at top of the chair back.

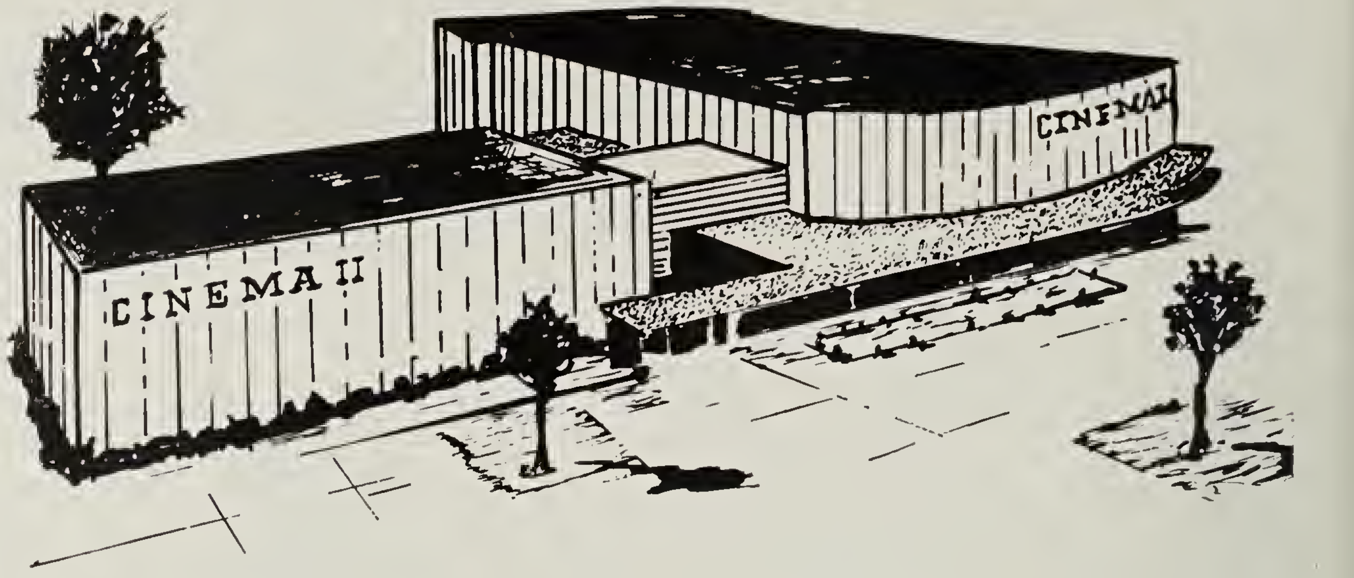








News Of new Theatre Construction



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WITH TIN HAT and gold shovel, official spadework was recently accomplished for Tee and See movie and recreation center located south and west of Chicago between Aurora and Naperville on Ogden Avenue.

The new Tee and See drive-in movie theatre, with capacity for 1300 cars and the latest in sight and sound equipment, is officially on target for opening this month. Mayer Stern, president of the development firm, Rec-Centers Management Corp., called the venture a natural response to area growth and the progressives attitudes of local people. Stern said the firm's location, 1½ miles west of Rt. 59 on Rt. 65, and bidding position will enable Tee and See to schedule first-run films prior to general showing outside the immediate Chicago area. Unusual picture brightness and quality, rustic fencing in keeping with an Indian motif, professional landscaping and completely paved roadway and theatre surfaces are expected to make the theatre a popular spot during the open-air viewing season.

Later construction of additional sports and recreation facilities on the 38-acre project will offer something for every family member at the center. This year's construction will include a centrally located concession building with cafeteria food service, a sports equipment section and rest rooms. The entire area will eventually be night-lighted to extend hours of use. Lighted and paved parking space for 250 additional cars, a waste-treatment plant and water-storage pond will complete phase one of the over-all construction.

Stern defined the area to be served as within a ten-mile radius, with a population of 210,000 and an additional 150,000 people in the surrounding communities. The owners pointed out that a combination of leisure-time facilities is the new trend in giving families a choice of activities in one convenient location.

THE 50-THEATRE Broumas circuit of Silver Spring, Maryland, announced a 900-seat motion picture theatre will be built at the Meyers Lake Plaza Shopping Center by Stephen C. Baytos & Associates of Youngstown, Ohio, on an eight-acre tract. G. N. Limbert of Youngstown, vice president of Broumas, said ground has been broken and the theatre is expected to begin operating by October. The building, 60 x 150 feet, will be of steel, glass and masonry construction. Limbert said the theatre will be equipped to "show everything from black and white motion pictures to Cinerama."

Cost of the building and equipment will be approximately $350,000, he said. The theatre, which will be known as the Meyers Lake Theatre, will be open seven days a week and show first run motion pictures, he said. John G. Broumas, president of the chain, said it was decided to build a theatre here because of the big strides Canton has made in rehabilitation of its downtown area and other progressive steps. Melvin Katz, who maintains the Midwest division office of Broumas in Youngstown, will supervise the new house.

NEW YORK'S NEWEST motion picture theatre, the Lincoln Art, is being completed at 225 W. 57th Street, said Joseph E. Levine, president of Embassy Pictures. Decor of the 570-seat theatre, opening soon, is of the civil war period. The motif, Lincolnian and Victorian, is unusual for a film presentation house. Architect for the theatre, which has a modern front of veined marble and plate glass, is William Ely Kohn. Interior decoration is by Yale R. Burge, Inc. Building and general contractor is Lasberg, Inc.

Decorative focal points inside the Lincoln Art Theatre are enlarged prints of Lincoln, made from old newspaper clippings. Included are scenes of the White House ballroom and the President's inaugural parade. An impressive Lincoln bust will stand on a pedestal in the entrance area. A large standing portrait of Lincoln, from a little known engraving will be located in the first-floor lounge. Furniture, in deep, vibrant colors, is in Victorian style. Period mirrors and consoles, in gilt, are highlighted by ruby-red damask and striped olive-green flock wallpapers. Featured in the lower lounge are a Franklin stove and iron furniture of the Civil War period. The large chandelier in the lobby is also typical of the gaslight fixtures of the period. Boldly patterned carpets enhance the mid-1800 mood.

The ticket booth, adapted from one used in a Victorian opera house, is of panelled mahogany, with etched-glass front panels and brilliant lacquer-red, flock wallpaper. The Lincoln Art Theatre runs through the complete block from 57th to 58th Street. Lobby and entrance area is on the main floor of the 12-story building, facing 57th Street, which formerly housed a Roger Kent clothing store. The auditorium is on the site of what was a parking lot facing 58th Street. Levine, in association with James J. Mage, also operates the Festival Theatre at 6 West 57th Street.

THE CINEMA VILLAGE, under construction at 22 East 12th Street, will open to the public in late August, it was announced today by Nick Mark Justin, president of Cinema

Associates, New York builders and operators of the theatre. Situated in the heart of the northeast section of the Village, on 12th Street between Fifth Avenue and University Place, "The Cinema Village will be operated as a Community Theatre aiming to satisfy the growing needs of a patronage who seek mature and discriminating entertainment and who ignore the regular run-of-the-mill commercial type of screen fare," said Justin.

Specially constructed, the theatre is designed along contemporary modern architectural concepts in theatre building. Architect Alexander Zamshnick, in designing the theatre, has incorporated several novel features as community facilities, which management will make available to the organized Village community, assisting in the artistic and cultural endeavors of the area. Alter Construction Co. of New York City are building contractors. The theatre will have 275 seats. On week ends, loge seats will also be made available to the public on an advance reserved seat basis. The theatre will maintain a single feature policy, however, with each new show an original, specially produced screen presentation of about 30 minutes in length will be shown.

Blue and white will be the dominant color scheme in the overall decorative motif of the theatre. Soft indirect lighting will be installed throughout the theatre. The frame of the theatre seats will be white and the upholstery royal blue. The facade of the theatre is constructed of blue terra cotta bricks and the theatre marquee of stainless steel. A 100 foot long lounge in the basement has been designed and apportioned to be used and serve the manifold artistic and cultural needs indigenous to the Village community.

WORLD'S FIRST "stressed-skin" aluminum dome designed for a motion picture theatre, soon to rise in Las Vegas, Nevada, was announced by William R. Forman, president, as Cinerama's "theatre of the future."

The Mahon Dome, a revolutionary piece of structural engineering on the geodesic principle, was developed by the western division of the R. C. Mahon Company, steel and aluminum fabricators, in Terrance, Calif. The company will start construction of a 1000-seat theatre for exhibitor Harry Nace shortly.

Predicting that the Mahon Dome will be "the shape of things to come, completely outdating today's antiquated theatres," Forman said that the geodesic structure is the most practical form of exhibition for Cinerama. A partial sphere offering a self-supporting building with maximum column-free floor space, it affords an unlimited versatility potential for attractive interiors. The new engineering principle of a sphere within a sphere offers an interior accoustical dome which also supports fixtures and fireproofing.

Forman pointed out further that its unique safety factors give the dome a considerable edge over the conventional theatre. Its light weight construction and resiliency reduce earthquake inertia loads on supports, preventing collapse or shattering. Its spherical shape and high tensile strength make it resistant to hurricane winds of over 125 miles per hour. Its redundant construction gives it greater fire resistance; a large portion of the dome could be destroyed without total collapse. It is designed for 40 pounds per square foot loading, making it impervious to snow as deep as four feet.

The weight of the entire structure is one-thirtieth of the only other Cinerama dome.

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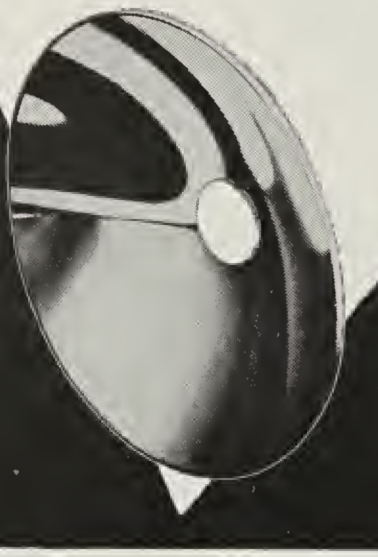

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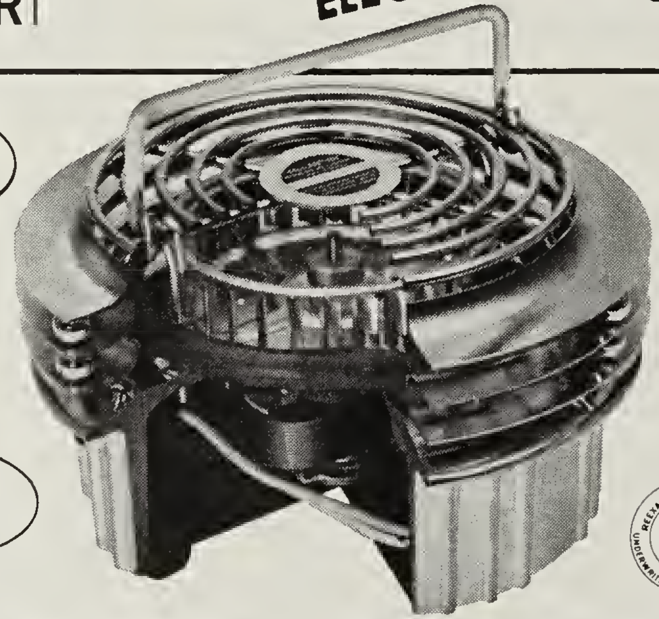

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Cover Story —

Schlanger Leasing New Suburban Phila. House

■ Construction of a new indoor motion picture theatre in Springfield, Penna., a Philadelphia suburb, was announced by Philadelphia realtor Alfred A. Gilbert on behalf of a real estate development company he heads.

Gilbert said the theatre will be called Cinema I, Springfield, and will occupy a portion of an eight-acre parcel at the northeast corner of Baltimore Pike and Sproul Road. The site is approximately one-quarter mile west of a new Strawbridge and Clothier department store.

He said the theatre is scheduled for completion in early September and will have a capacity for nearly 900, with paved parking for some 250 cars. Gilbert added that he and his associates had no immediate plans for developing the remainder of the tract.

Cinema I is being constructed under a long-term lease with a theatre company directed by Claude J. Schlanger, of Doylestown, with aggregate rents in excess of $500,000, Gilbert reported. He said the total cost of ground and improvements will be more than $350,000.

Gilbert described Cinema I as contemporary in design with a curved marquee of imported Venetian mosaic tile complemented by field stone and multi-shaded colonial brickwork on all exterior walls.

He said there will be a spacious lobby and lounge area paneled in birch with a box office serving patrons either outside the theatre or in the outer lobby.

He also said that the property will be completely landscaped with a planting strip featuring Norway Spruce trees between the theatre grounds and adjacent residential areas.

Schlanger pointed out that Cinema I will incorporate the most advanced motion picture projection and sound techniques including wide-screen 70 MM equipment with six-track stereophonic sound and closed-circuit television processes.

"The funnel shape of the Cinema I auditorium with a lobby-level projection booth has been patterned after the latest in European movie theatres," he said. "This unusual design combined with a recently-developed geo-coustical treatment of the walls," he added, "will provide the theatre-goer with a sense of personal participation in the film."

Designed by Philadelphia architect Mitchel Abramowitz, Cinema I will be built by Ford Development Co., of Vineland, N. J. With its acquisition, the Schlanger interests now number 22 conventional and outdoor theatres in Pennsylvania, New Jersey and Delaware.

Broadway Victoria Remodeled

NEW YORK — City Investing's Victoria Theatre, Broadway, N. Y. C., has just completed a general remodeling. New, modern decor including 1,000 seats installed by Neve-Burn Products, N. Y., was put into the house under the personal direction of S. Falkenberry, of City Investing Co.

Veteran Distrib. Finds Drive-Ins A Challenge

MEMPHIS, TENN. — Howard Nicholson, who purchased the 51 Drive-In, Millington, (a suburb of Memphis) has renovated the property from roadside to screen.

The entire area has been regraded and remolded, with fifty loads of gravel going into a new base. Drainage was also improved.

Red, green, blue and amber dome lights now mark each speaker stand. With the addition of 250 new speakers, the lot now accommodates 400 cars. The speakers are the latest and best, and Simplex X-L projectors are used. New lenses were also purchased for standard 35mm presentations.

The drive-in is also equipped with the proper focal length lenses for any kind of anamorphic picture, except Cinerama.

The screen tower was reinforced and painted to improve the picture quality.

The ticket booth was also brightened up and the concession stand redecorated, with added equipment installed. Colorful doors mark newly painted rest rooms. The section's ever present mosquitoes are being controlled with a new type dry repellant. It is applied weekly to the grounds during dry weather, and more often in rainy weather. A professional service is handling weed and grass control.

A special effort is being made to secure top pictures, with a change twice weekly.

The owner of 51 Drive-In, before moving into the exhibiting end of the movie business, spent his entire career with Paramount Film Distributing Corporation. He joined Paramount in Oklahoma City after receiving a degree from Oklahoma University. He served five years as manager of the Paramount Memphis office. During this time he was president for two years of the local Variety Club, and is now a Tent director.

He was with Paramount for thirty years.

Correction

Cine Electronics Systems, Inc., of New York, would like to point out to readers of our article in the June 17 issue of PHYSICAL THEATRE on projection at the N. Y. World's Fair, that a photograph taken at the Bell Telephone Exhibit identifying the projection equipment as "Batteries of 16mm EL 500 Xenon Lamp Norelco Projectors" might have created the impression that the lamphouses shown in the photograph were Norelco's.

They were, in fact, Zeiss-Ikon Xenosol II light sources with 1600 watt Xenon bulbs and CESI Model 70STCX2 rectifiers. Cine Electronics are the sole U. S. distributors for Zeiss-Ikon (Xenosol) Xenon light sources.

Reevesound made the Bell installation, mounting the Philips 16mm projector head and components on the front end of the Xenosol II lamphouse. There are 65 such units in the Bell Exhibit on the upper level. Cine Electronics Systems engineers, working with Reevesound engineers, said they reached the highest lumen output ever, achieved on 16mm projection with the equipment.

Texan Wins Sweepstakes

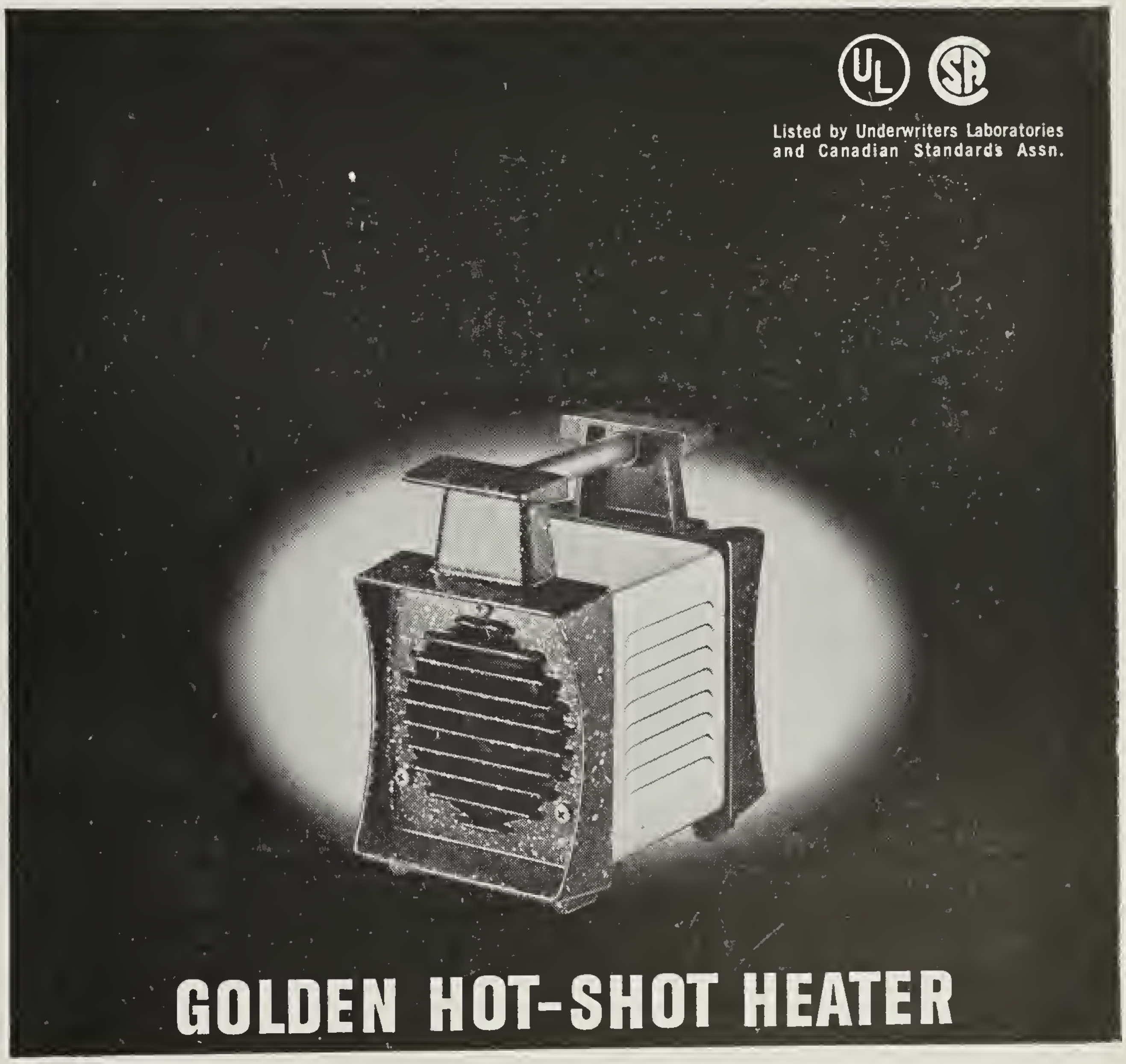
HOUSTON—Christmas arrived early this year for Mrs. Joyce Liere, 33-year-old Houston housewife, who has just won the grand prize ($25,000) in the "See-The-Fair" Sweepstakes sponsored by The Coca-Cola Co. and Bottlers of Coca-Cola.

The slightly ecstatic prizewinner stated that neither she nor any member of her family had ever won any contest before.

The grand prizewinner in the "See-The-Fair" Sweepsakes was given the choice of accepting a 5-day expense-paid trip to the New York World's Fair for herself and 25 friends, or $25,000 in cash. Mrs. Liere preferred the cash to the trip, saying she plans to use the money to air-condition her home and build a swimming pool for her family.

Contestants were allowed to enter the sweepstakes as many times as they liked. "My family loves Coca-Cola and we always have it in the house," Mrs. Liere said. "Altogether, I sent in about 20 entries."

Mrs. Liere resides at 17100 Spencer Road with her husband, Johnnie Liere, who is self-employed as a rancher and farmer. They have two children, David Wayne, age 12, and Becky Ann, age 10.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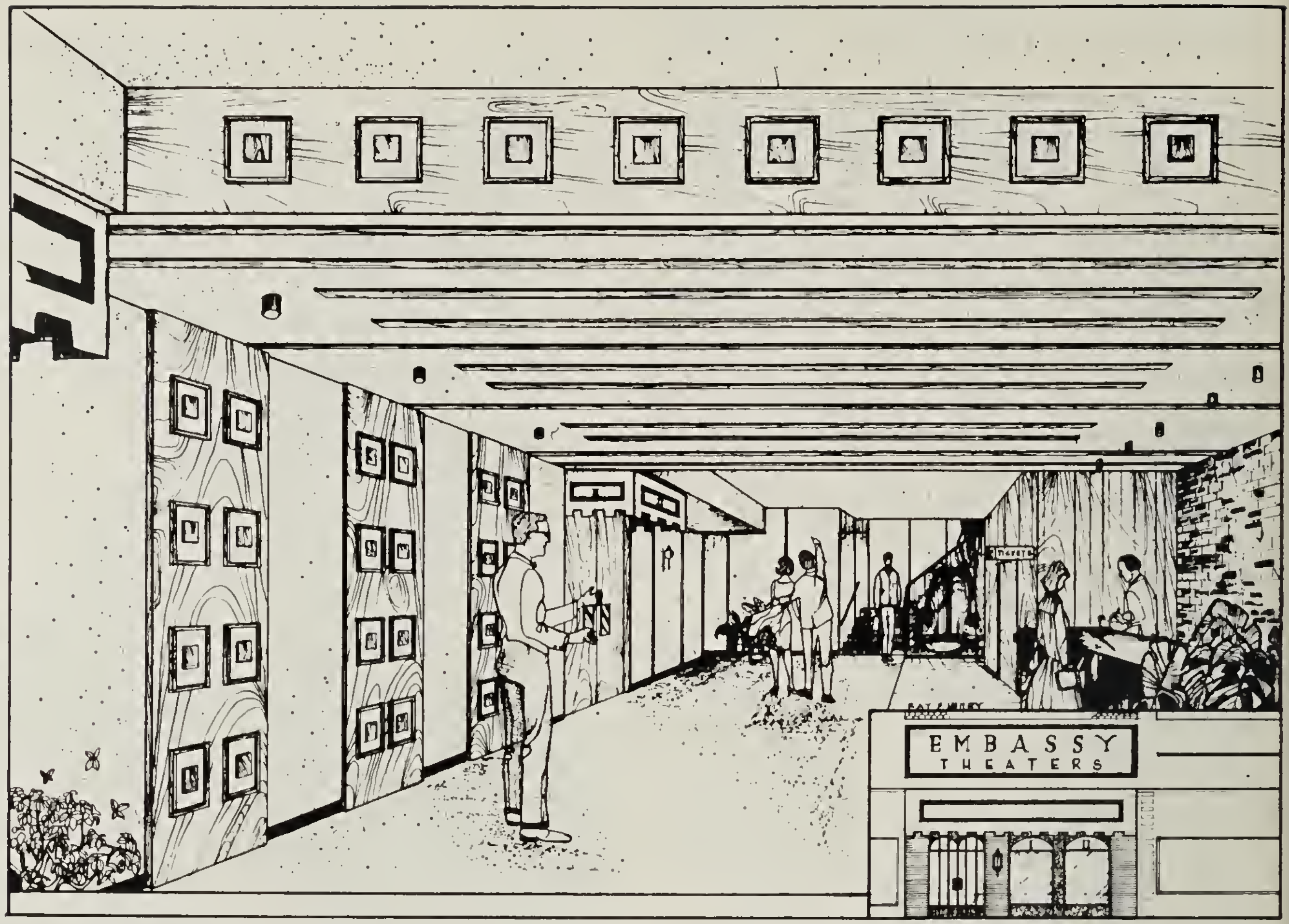

VIEW LOOKING EASTWARD shows artist's illustration of the lobby of new Embassy Twin, to be opened in August by Durwood Theatres. The entrance to Embassy One is just out of the picture at left, the entrance to Embassy Two is seen near center of left wall. At far end is the staircase from and to street level. At right is concession stand of the new self-serving type, with boxoffice at right rear.

Luxurious Twin For Kansas City

KANSAS CITY—New twin theatres, Embassy One and Embassy Two, are now being built by Durwood Theatres in the centrally located Country Club Plaza, and are scheduled for an August opening. The opening attraction in both theatres will be the world premier of "A House Is Not a Home," sponsored by the Plaza Merchants Association for the University of Missouri at Kansas City.

The benefit is to be a black tie affair at $25 per person, including after-theatre supper at one of three Plaza restaurants, Putsch's 210, the Plaza III, or the Trail House. The event is expected to raise a sum between $10,000 and $15,000 for the university, Stanley H. Durwood, president, said.

The Embassies will be the first new theatres built in the Plaza district since the Plaza Theatre, long a key first run of the Fox Midwest Theatres, in the late 1920's. The new theatres adhere to the pattern of luxury appointments and decor initiated with the first set of Durwood twins, the Parkway One and the Parkway Two, opened in the Ward Parkway Shopping Center in July 1963.

Among many unusual features of the Embassies is the location one flight down under a Woolworth store and next to the lower level alleys of the Plaza Bowl. The location at Nichols Road and Pennsylvania is in the virtual center of the Plaza.

Initially one of the first outlying shopping centers in the United States, the Plaza today is near the population center of the metropolitan area. Ringed by apartment houses, the theatre is estimated to have as many as 100,000 persons wihin easy driving range.

Policy for the Twin will provide a variety of theatre entertainment for patrons, offering high quality pictures, usually sub-run with a different attraction in each theatre, Durwood said.

The Embassy One will seat 354 and the Embassy Two, 338. A general lobby serving both theatres will accommodate about 300 persons. A portable boxoffice which can be set up in the street level lobby in cases of hold out business is a feature of the new operation.

Decor generally is contemporary Spanish colonial, in keeping with that of the Plaza. This largely translates to tones of blue, green and gold in Embassy One, and tones of red, orange and gold in Embassy Two. The lobby carpeting is of orange and gold, complimenting both decors.

The South or outer wall of the regular lower level lobby is designed after a Spanish courtyard in antique brick with wrought iron trimmed archways serving to hold poster frames. The inner wall, or North wall, is of random width walnut paneling with a three dimensional relief squares motif.

An exit is provided at the West end of the lobby, and another exit is placed at the north

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ISSUE OF JULY 15, 1964

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end, serving both auditoriums and leading to the first of the four levels of the parking lot. The parking lot is one of several Plaza accommodations, this one handling 400 cars.

A ladies' room at the West end of the lobby includes parlor and washroom, the latter utilizing decorative tile to the ceiling. A rest room for men is at the East end of the lobby.

American Seating Co. 22-inch chairs of square shoulder design, with covers of blue and green in Embassy One, of gold and orange in Embassy Two, are used. Seating is in staggered rows, with 40-inch spacing between rows.

A self service concession stand in the regular lobby next to the boxoffice is another unusual feature. This is thought to be the first time this method will be used in an indoor theatre here, although it is accepted pattern in drive-ins.

The manager of the new operation is to be James Leroy, who is joining Durwood Theatres for this purpose and who is new to the industry. Carl Ham will be assistant manager.

Stiftel Joins SMPTE Test-Film Program

NEW YORK—Joseph R. Stiftel has been appointed as assistant staff engineer for the Society of Motion Picture and Television Engineers (SMPTE). In this new position, Stiftel will be primarily responsible for augmented quality-control procedures in the SMPTE test-film program, and will assist in the development of new test films.

For three years until his SMPTE appointment, Stiftel was employed in the Thin Film Solid State Electronics Program at General Telephone and Electronics Laboratories in Bayside, N. Y. At General Telephone he participated in the research and development of a solid-state television display panel.

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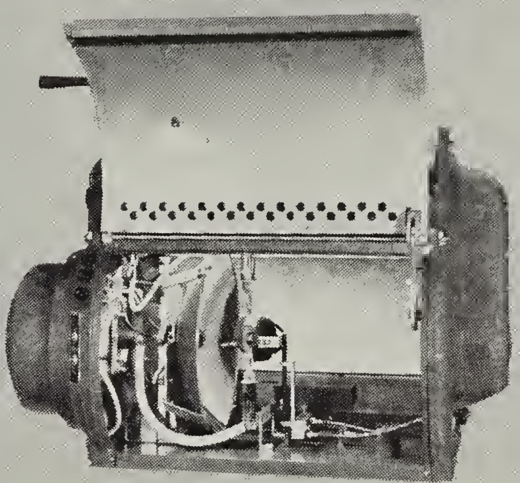

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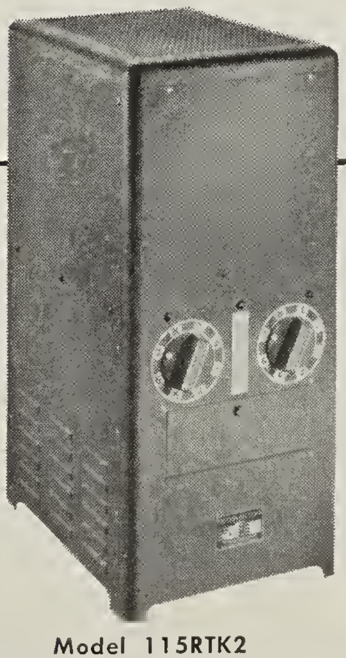

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Wenzel Proj. To Wolk

CHICAGO—The Edw. H. Wolk Co. announced acquisition of the Wenzel Projector Co. here.

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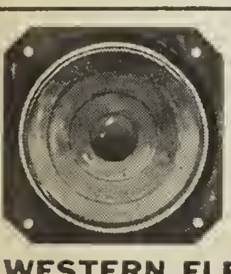

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Vendors Lead Food Contract Field

CHICAGO—Fast moving changes in the food service contracting business have established the automatic vending industry as a leader in the field, according to a just-published report by the vending industry's trade group, National Automatic Merchandising Association (N A M A).

The biggest change occurred during the last three years when all but a few of the nation's leading food service contractors were absorbed into the national vending companies, the report says.

As a result, the "industrial-institutional customer now is assured a flexible service ranging from complete 'manual' cafeteria meal service to single vending machines for snack and coffee break service," N A M A points out.

(The value of goods retailed through vending machines advanced 9 per cent in 1963 to a new record of $3.2 billion. The "food" classification of vended sales grew to $1.5 billion from $1.3 billion in 1962.)

Entitled "Vending in 1963—Year of Quiet Revolution and Further Growth," the report explains vending's progress in 1963 and analyzes such highlights as the industry's new sales records, the increasing adoption of professional management techniques by vending companies and the increased understanding and recognition of vending services by industrial management.

Rising product costs, tightening profit margins, equipment and packaging needs for food vending, possible effects of the smoking-health issue and the development of qualified management personnel are ranked among the industry problems which required solution in 1963.

The report also describes as a "myth" the often-made analysis that vending machines can "take over" a distribution process.

"Systems and methods which combine the machine with human sales or service personnel—rather than the machine by itself—are the key to vending's immediate and long-term development.

"The growth of food vending services combining machine and 'manual' food counters in hospital, college, office and factory cafeterias is the best illustration of this principle," the report says.

Statistical tables in the publication show vending industry sales volume and numbers of machines "on location" by product category (1957-1963); the latest (1962) figures on cost and profit ratios of vending operating companies, and manufacturers' 1962 production of vending machines.

N A M A is widely distributing the report to financial analysts and writers, college marketing professors, libraries and similar groups.

Non-members of the association may obtain single copies by writing to the N A M A Public Relations Department, 7 South Dearborn Street, Chicago, Ill. 60603.

Film For Ballparks

NEW YORK—Baseball fans attending night games at Shea Stadium in New York don't need a program to tell who's who. They get a slide show about each player projected on a giant screen above the scoreboard.

This innovation in night games was introduced by Cine Electronic Systems, Inc., exclusive U. S. distributor of Zeiss Ikon professional motion and still picture projection equipment.

As each player steps up to bat, his color photograph is rear projected on a giant 24 ft. x 18 ft. screen over center field. A 3¼" x 4" slide is used and the selection is remote controlled from the press box, some 600 ft. away. Cine Electronic uses the Zeiss Ikon heavy duty projector with a 2500 watt Xenon bulb and a 95 amp rectifier.

The lamphouse is a Xenosol III with 380mm rear reflector and an auxiliary mirror colling blower. The lens is the newly developed Zeiss Ikon Alinar III with a focal length of 100mm. This remarkable wide angle lens is constructed with non-cemented elements which assures constant quality and sharp, detailed pictures. The non-cemented elements are not affected by heat that normally crystallize the cement, thus eliminating distortion and foggy spots.

What makes this new projection system at Shea Stadium even more unique is that it is done under the full glare of stadium lighting without a shadowbox. The projector produces an output of over 25,000 lumens. The picture is sharp and detailed with no loss of color. The projected image is just as sharp on black & white or color television screens at home.

BASEBALL FANS attending night games at Shea Stadium have no difficulty telling who's up at bat—they can see a color photograph of the batter projected on a giant 24 ft. by 18 ft. screen above the scoreboard.

A unique feature of the motion picture projector is the built-in automatic, fine-focusing device which provides for remote control focusing.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
THE SHOWMEN'S TRADE REVIEW

JULY 15, 1964

SECTION TWO
VOL. 72, NO. 1

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6406 **NEVER PUT IT IN WRITING**—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6403 **STRANGLER, THE**—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
6408 **THIN RED LINE, THE**—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
6402 **YANK IN VIET-NAM, A**—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

LIGHT OUT OF DARKNESS—Ray Charles, Dawn Addams
BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
MASTER SPY—Steven Murray, June Thorburn—English
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
PARTY, THE—Carol Lynley
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
STATION SIX SAHARA—Carroll Baker, Peter Van Eyck
STOP TRAIN 349—Jose Ferrer, Sean Flynn, Nicole Courcel

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

815 **BLACK SABBATH**—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
816 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
822 **COMMANDO**—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 **EVIL EYE, THE**—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A02 **GOLIATH AND THE VAMPIRES**—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
A05 **MASQUE OF THE RED DEATH**—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 **MUSCLE BEACH PARTY**—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
823 **TORPEDO BAY**—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BIKINI BEACH—(PV; C)—Frankie Avalon, Annette Funicello, Martha Hyer
CALIFORNIA—Jock Mahoney
CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
FEAR—Boris Karloff
GODZILLA VS THE THING—(EC)—Japanese-made
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price
LIGEIA—Vincent Price—English-made

. . . By ALPHABET:—

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A

Advance To The Rear	A2	MGM
• Adventures Of Scaramouche ...		Emb.
Act One	A2	WB
Adorable Julie		For.
• Affair At The Villa Fiorita, The .		WB
• Agony And The Ecstasy, The ...		Fox
All The Way Home	A2	Par.
America, America	A3	WB
• Americanization of Emily, The .		MGM
• Amok		Fox
Any Number Can Win	A2	MGM
• Apache Uprising		Fox
• Ape Woman, The		Emb.

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THE EDITORIAL STAFF

Wenzel Proj. To Wolk

CHICAGO—The Edw. H. Wolk Co. announced acquisition of the Wenzel Projector Co. here.

Through the acquisition, the company says it has taken another stride towards the leadership as a principal supplier of replacement parts.

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Vendors Lead Food Contract Field

CHICAGO—Fast moving changes in the food service contracting business have established the automatic vending industry as a leader in the field, according to a just-published report by the vending industry's trade group, National Automatic Merchandising Association (N A M A).

The biggest change occurred during the last three years when all but a few of the nation's leading food service contractors were absorbed into the national vending companies, the report says.

As a result, the "industrial-institutional customer now is assured a flexible service ranging from complete 'manual' cafeteria meal service to single vending machines for snack and coffee break service," N A M A points out.

(The value of goods retailed through vending machines advanced 9 per cent in 1963 to a new record of $3.2 billion. The "food" classification of vended sales grew to $1.5 billion from $1.3 billion in 1962.)

Entitled "Vending in 1963—Year of Quiet Revolution and Further Growth," the report explains vending's progress in 1963 and analyzes such highlights as the industry's new sales records, the increasing adoption of professional management techniques by vending companies and the increased understanding and recognition of vending services by industrial management.

Rising product costs, tightening profit margins, equipment and packaging needs for food vending, possible effects of the smoking-health issue and the development of qualified management personnel are ranked among the industry problems which required solution in 1963.

The report also describes as a "myth" the often-made analysis that vending machines can "take over" a distribution process.

"Systems and methods which combine the machine with human sales or service personnel—rather than the machine by itself—are the key to vending's immediate and long-term development.

"The growth of food vending services combining machine and 'manual' food counters in hospital, college, office and factory cafeterias is the best illustration of this principle," the report says.

Statistical tables in the publication show vending industry sales volume and numbers of machines "on location" by product category (1957-1963); the latest (1962) figures on cost and profit ratios of vending operating companies, and manufacturers' 1962 production of vending machines.

N A M A is widely distributing the report to financial analysts and writers, college marketing professors, libraries and similar groups.

Non-members of the association may obtain single copies by writing to the N A M A Public Relations Department, 7 South Dearborn Street, Chicago, Ill. 60603.

Film For Ballparks

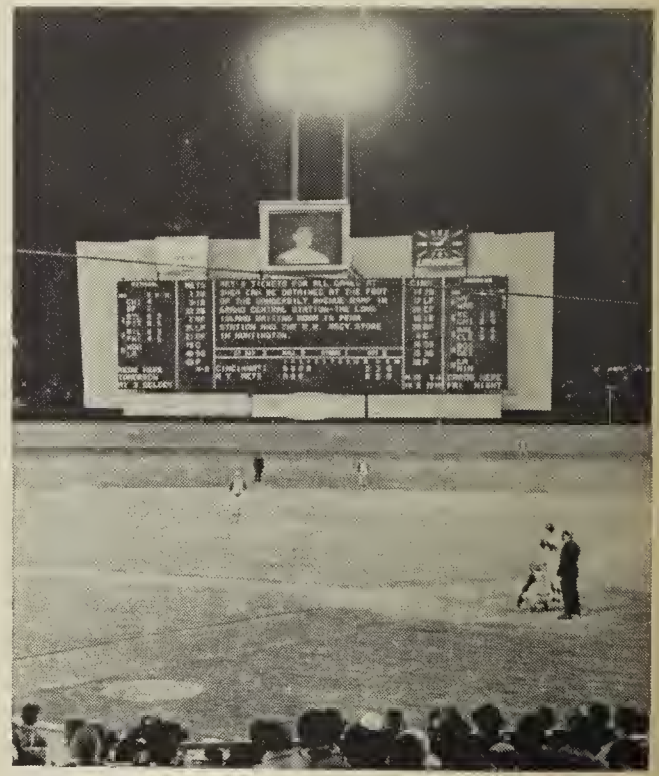
NEW YORK—Baseball fans attending night games at Shea Stadium in New York don't need a program to tell who's who. They get a slide show about each player projected on a giant screen above the scoreboard.

This innovation in night games was introduced by Cine Electronic Systems, Inc., exclusive U. S. distributor of Zeiss Ikon professional motion and still picture projection equipment.

As each player steps up to bat, his color photograph is rear projected on a giant 24 ft. x 18 ft. screen over center field. A 3¼" x 4" slide is used and the selection is remote controlled from the press box, some 600 ft. away. Cine Electronic uses the Zeiss Ikon heavy duty projector with a 2500 watt Xenon bulb and a 95 amp rectifier.

The lamphouse is a Xenosol III with 380mm rear reflector and an auxiliary mirror colling blower. The lens is the newly developed Zeiss Ikon Alinar III with a focal length of 100mm. This remarkable wide angle lens is constructed with non-cemented elements which assures constant quality and sharp, detailed pictures. The non-cemented elements are not affected by heat that normally crystallize the cement, thus eliminating distortion and foggy spots.

What makes this new projection system at Shea Stadium even more unique is that it is done under the full glare of stadium lighting without a shadowbox. The projector produces an output of over 25,000 lumens. The picture is sharp and detailed with no loss of color.



BASEBALL FANS attending night games at Shea Stadium have no difficulty telling who's up at bot—they can see a color photograph of the batter projected on a giant 24 ft. by 18 ft. screen above the scoreboard.

The projected image is just as sharp on black & white or color television screens at home.

A unique feature of the motion picture projector is the built-in automatic, fine-focusing device which provides for remote control focusing.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

JULY 15, 1964

SECTION TWO
VOL. 72, NO. 1

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6406 **NEVER PUT IT IN WRITING**—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6403 **STRANGLER, THE**—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
6408 **THIN RED LINE, THE**—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
6402 **YANK IN VIET-NAM, A**—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

LIGHT OUT OF DARKNESS—Ray Charles, Dawn Addams
BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
MASTER SPY—Steven Murray, June Thorburn—English
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
PARTY, THE—Carol Lynley
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
STATION SIX SAHARA—Carroll Baker, Peter Van Eyck
STOP TRAIN 349—Jose Ferrer, Sean Flynn, Nicole Courcel

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

815 **BLACK SABBATH**—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
822 **COMMANDO**—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 **EVIL EYE, THE**—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A02 **GOLIATH AND THE VAMPIRES**—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
A05 **MASQUE OF THE RED DEATH**—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 **MUSCLE BEACH PARTY**—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
823 **TORPEDO BAY**—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BIKINI BEACH—(PV; C)—Frankie Avalon, Annette Funicello, Martha Hyer
CALIFORNIA—Jack Mahoney
CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
FEAR—Boris Karloff
GODZILLA VS THE THING—(EC)—Japanese-made
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price
LIGEIA—Vincent Price—English-made

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All The Way Home	A2	Par.
America, America	A3	WB
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• Apache Uprising		Fox
• Ape Woman, The		Emb.

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• Aphrodite, Goddess Of Love ..		Emb.
• Art Of Love		U
Auntie Mame—Re.	A3	WB
Avenger, The		For.
Of Orgosolo	A2	For.

B

Barbarian's The		For.
Beach Party	A3	A-I
Bedtime Story	A3	UI
• Bear, The	AI	Emb
• Behold A Pale Horse		Col.
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
• Bikini Beach		A-I
Black Duke, The		For.
Black Like Me	A4	Misc.
Black Sabbath	B	AI
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow		AA
Blood On The Balcony		For.
Bomb In High Street		For.
Brass Bottle The	AI	U
Bridge On The River Kwai,		
Bridge To Glory		For.
The-RE	AI	Col.
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U

C

• California	A3	AI
Captain Newman, M.D.	A2	U
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
Carpetbaggers, The	B	Par.
Castillian, The	A2	WB
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
Challenge To Love		For.
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	AI	Par.
Cleopatra	B	Fox
Clown And The Kid, The	AI	UA
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
Condemned Of Altona, The ...	A3	Fox
• Congo Vivo		Col.
• Conquered City		AI
Conjugal Bed, The	B	EMB
• Contempt		Emb.
• Crack In The World		Par.
Crawling Hand, The		Misc.
Crazy Desire		EMB
Crimson Blade, The	AI	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
• Dingaka		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Doulas, The Fingerman		For
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Doctor In Distress		For.
Dr. Strengelove	A4	Col.
Don't Give Up The Ship—Re. ...	A3	Par.
Don't Tempt The Devil	A3	For.
Duel Of Champions		For.

E

Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• Emil And The Detectives		BV
Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
Erik, The Conqueror	A2	A-I
• Escape By Night		AA
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jonas	A3	Fox

F

• Fall Safe		Col.
Fall Of The Roman Empire	AI	Par.

MAID AND THE MARTIAN—(PV; C)—Tommy Kirk, Annette Funicello
OPERATION WAR HEAD—Sean Connery, Stanley Holloway
SAMSON AND THE SLAVE QUEEN—(C; S)—Allan Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Rovter
VOYAGE TO THE END OF THE UNIVERSE—(S)—Dennis Stephens

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genast, John Drainie—5101 (10-23-63)—Interesting Disney presentation
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Patar Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
GALLEGHER—Roger Mobley, Edmond O'Brien
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndlay—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellars, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
721 **FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy
GOOD NEIGHBOR SAM—C-130m.—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barberra—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Pater O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
LONG SHIPS, THE—MD-125m.—(TE)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Lavish and spectacular period adventure tale—European made
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery mailer—English made
NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal
QUICK GUN, THE—W-87m.—(TS; TC)—Audia Murphy, Merry Anders—5153 (4-15-64)—Okay western
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made
006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Daan Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schnaidar, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jaan Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quala, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RIDE THE WILD SURF—(C)—Fabian, Tab Hunter
SENILITA—Anthony Franciosa, Claudia Cardinale
SHIPS OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—*5117 (12-18-63)—Mediocre import—English-made*
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barray—French-made
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian
BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
DINGAKA—Stanley Baker, Juliet Prouse
HOUSE IS NOT A HOME, A—Shelley Winters, Ralph Taeger, Robert Taylor
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
ONLY ONE NEW YORK—Documentary

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
FLIPPER'S NEW ADVENTURE—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
GLADIATORS SEVEN—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
GOLDEN ARROW, THE—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
GOLD FOR THE CAESARS—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HONEYMOON HOTEL—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
KISSIN' COUSINS—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
LOOKING FOR LOVE—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant muscial boosted by appearances of guest stars
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
NIGHT MUST FALL—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
RHINO!—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
SEVEN FACES OF DR. LAO—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
TAMAHINE—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
UNSINKABLE MOLLY BROWN, THE—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior muscial fun entertainment
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made
VIVA LAS VEGAS—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Sept. **MGM'S BIG PARADE OF COMEDY**—Compilation
Sept. **YOUNG LOVERS, THE**—Peter Fonda, Sharon Huguney

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
LOVE CAGE—Jane Fonda, Alan Delon
MURDER AHOY—Margaret Rutherford, Lionel Jeffries—English-made
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
OF HUMAN BONDAGE—Kim Novak, Laurence Harvey
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer
ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
● Fargo		U
● Fate Is The Hunter		Fox
● Father Goose		U
FBI Code 98	AI	WB
● Fear		A-I
● Ferry Cross The Mercey		UA
● Finest Hours, The		Col.
● First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	AI	MGM
● Fluffy		U
For Those Who Think Young	A3	UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb
Fury Of The Pagans	A2	Col.

G

● Gallegher		BV
● Ghost At Noon		Emb.
Giant Monster, The		For.
Gidget Goes To Rome	AI	Col
● Girl Happy		MGM
● Girl With Green Eyes	A4	UA
Given Word, The		For.
Glass Cage, The		Misc.
Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
● Godzilla Vs The Thing		AI
Gold For The Caesars	A2	MGM
Golden Arrow, The	AI	MGM
● Goldfinger		UA
Goliath And The Vampires	A2	A-I
Gone Are The Days	A2	Misc.
● Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
Grand Olympics, The		For.
● Graveside Story, The		A-I
● Great Race, The		WB
● Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
● Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
● Guns At Batasi		Fox

H

Harbor Lights	A2	Fox
● Hard Day's Night, A		UA
● Harvey Middleman, Fireman		Col.
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
He Rides Tall	B	U
● Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	AI	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
Honeymoon Hotel	B	MGM
Hootenanny Hoot	A2	MGM
● Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
● House Is Not A Home, A		Emb.
● How To Murder Your Wife		UA
How The West Was Won	AI	MGM
● Hush, Hush, Sweet Charlotte		Fox

I

● I'D Rather Be Rich		U
● I Love, You Love	C	Col.
● I'll Take Sweden		UA
Incredible Journey, The	AI	BV
● In Harm's Way		Par.
In The French Style	A3	Col.
Incredible Mr. Limpet, The	AI	WB
Intimate Diary Of Artists' Models		Misc.
● Invitation To A Gunfighter		UA
Island Of The Blue Dolphins	AI	U
● It's Alive		AI
It's A Mad, Mad, Mad, Mad World	AI	UA

J

● John Goldfarb, Please Come Home		Fox
Johnny Cool	B	UA
● Joy In The Morning		MGM

K

Killers, The	A3	U
Kings Of The Sun	A2	UA
• Kiss Me, Stupid		UA
Kiss Of The Vampire	A2	U
• Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
• Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
• Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lassie's Great Adventure	A1	Fox
• Last Man on Earth	A2	A-I
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Ligeia		A-I
• Light Fantastic, The	B	Emb.
• Light Out Of Darkness		AA
Lilies Of The Field, The	A1	UA
• Lilith		Col.
• Little Prince And The Eight-Headed Dragon, The		Col.
• Lively Set, The		U
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
• Looking For Love	B	MGM
• Lord Jim		Col.
Lorna		Misc.
• Love Cage		MGM
• Love Has Many Faces		Col.
• Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
• Maid And The Martian		AI
• Mail Order Bride	A3	MGM
• Major Dundee		Col.
• Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
• Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marnie	A3	U
• Marriage-Italian Style		Emb.
• Mary Poppins		BV
Mary, Mary	A2	WB
• Masque Of The Red Death	B	AI
• Master Spy	A1	AA
McHale's Navy	A1	U
• MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
• Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Mistress For The Summer, A	C	For.
Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
• Murder Ahoy		MGM
• Murder Most Foul		MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Son, The Hero	A1	UA

N

• Naked Kiss, The	A3	AA
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
New Kind Of Love, A	8	Par.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
• Night Walker, The		U
Night Watch, The		For.
Nightmare	A2	U
No, My Darling Daughter	A2	For.
• None But The Brave		WB

O

• Of Human Bondage	B	MGM
Of Love And Desire	B	Fox
Of Wayward Love	C	For.
Of Women and Pleasures		For.
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
• One Way Pendulum		UA
• Only One New York		Emb.
• Operation War Head		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
• Out-Of-Towners, The	A3	WB
• Outrage, The		MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif
YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons

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PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences

6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment

6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry

CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad

R6301 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue

6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain

6305 FUN IN ACAPULCO—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again

6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping

6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names

6312 LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love

6304 NEW KIND OF LOVE, A—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy

6318 PARIS PICK-UP—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English

6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made

PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it

6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made

6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry

R6302 ROCK-A-BYE BABY—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue

6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-titled cast

6317 SON OF CAPTAIN BLOOD—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad

6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western

R6308 TO CATCH A THIEF—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue

R6309 VERTIGO—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue

WALK A TIGHTROPE—MD-69m.—Dan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made

6310 WHO'S BEEN SLEEPING IN MY BED?—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy

6306 WHO'S MINDING THE STORE?—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

6303 WIVES AND LOVERS—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING

CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis
IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

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20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment

312 CONDEMNED OF ALTONA, THE—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe

CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry

EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made

320 FAREWELL TO ARMS, A—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue

317 HARBOR LIGHTS—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer

HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens

LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program

311 LEOPARD, THE—D-161m.—(CS; DC)—Burt Lancaster, Alain Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made

318 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad

401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India

324 MOVE OVER DARLING—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy

319 OF LOVE AND DESIRE—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made

SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker

SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue

SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal

323 TAKE HER, SHE'S MINE—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy

THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England

326 THUNDER ISLAND—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer

WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns

YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean
APACHE UPRISING—(C)—Audie Murphy
ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten
JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov
PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa
REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux
RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone
SOUND OF MUSIC, THE—(CS; C)—Julia Andrews, Christopher Plummer, Eleanor Parker
THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman

6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett

6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey

6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard

6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht

6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch

6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon

6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus Intermission—(Cinerama: ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer

6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw

6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch

6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry

6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow

6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hare—5112 (11-20-63)—Well-made fun western

6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English

6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diena Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Normen Vincent Peale—Ross

6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch

7TH DAWN, THE—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean

SHOT IN THE DARK, A—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch

6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch

6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch

6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix

781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made

6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Aug. **HARD DAY'S NIGHT, A**—The Beatles—English-made

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made
GIRL WITH GREEN EYES—Peter Finch, Rita Tushingham—English-made
GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
SECRET INVASION, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau
WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment

6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry

6421 **BULLET FOR A BADMAN**—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program

6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama

6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made

6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad

6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show

6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made

6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made

6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches

6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made

6419 **ISLAND OF THE BLUE DOLPHINS**—D-99m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade

6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story

6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English

6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy

6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama

6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing

6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made

6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half

6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

Palm Springs Week-End	B	WB
Panic Button	A3	For.
Paris Pick-Up		Par.
• Party, The		AA
Paris When It Sizzles	A3	Par.
• Passionate Thief, The	A3	Emb.
Patsy, The	A1	Par.
Pink Panther	A3	UA
• Playboy		Col.
• Play It Cooler		Col.
• Pleasure Seekers, The		Fox
• Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomanie		Misc.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.

R

• Racing Fever	B	AA
• Rage To Live, A		UA
Raiders, The	A1	U
Raiders Of Leyte Gulf, The		For.
Rampage	B	WB
Reach For Glory		Col.
Red Lips		For.
• Reward, The		Fox
Rhino	A1	MGM
• Ride The Wild Surf		Col.
Ring of Treason	A2	Par.
• Rio Conchos		Fox
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	A1	Par.
Rock-A-Bye Baby—Re.	A1	Par.
• Rounders, The		MGM
• Roustabout		Par.
Running Man, The	A3	Col.

S

Sadist, The		Misc.
• Samson And The Slave Queen	A1	A-I
• Sandokan, The Great		MGM
• Satan Bug, The		UA
• Secret Door, The	A2	AA
• Secret Invasion, The	A2	UA
• Send Me No Flowers		U
• Senilita		Col.
Servant, The	A4	For.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
Seventh Dawn, The	B	UA
• Sex And The Single Girl		WB
• Shabby Tiger, The		UA
• Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	B	UA
Siege Of The Saxons	A1	Col.
• Signpost To Murder		MGM
Sin On The Beach		For.
• Sing And Swing		U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
• Smog		MGM
Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The	A1	Par.
• Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
• Station Six Sahara		AA
Stolen Hours	A2	UA
• Stop Train 349	A2	AA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	A1	A-I
Summer Place—Re.	B	WB
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
Sword In The Stone	A1	BV

T

• Taggart		U
Take Her, She's Mine	A3	Fox
Tamahine	A3	MGM
Terror, The	A2	A-I
That Man From Rio		For.
• These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina, The	A1	BV
• Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
Third Secret, The	A3	Fox
• 36 Hours		MGM
• Those Crazy Calloways		BV
• Those Magnificent Men In Their Flying Machines		Fox
• Thousand Clowns, A		UA
• Three Stooges Meet The Gunslingers, The		Col.
Thunder Island	A2	Fox
Tiger Walks, A	A1	BV
• Tiko And The Shark		MGM
• Time Travelers, The		A-I
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
Tomorrow At Ten		For.
• Topkapi		UA
Torpedo Bay	A3	AI
Touch Of Hell, A		For.
• Train, The		UA
• Traveling Lady, The		Col.
Troublemaker, The		Misc.
• Truth About Spring, The		U
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM
• Two On A Guillotine		WB

U

• Unearthly Stranger, The		A-I
• Under Age		AI
Under The Yum Yum Tree	A4	Col.
Unsinkable Molly Brown, The	A2	MGM

V

Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
Victors, The	A3	Col.
• Village Of Daughters		MGM
• Visit, The		Fox
Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM
• Voyage To The End Of The Universe		A-I

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Wall Of Noise	B	WB
War Is Hell	A2	AA
• Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone		Par.
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
Wild And Wonderful	A1	U
Wives And Lovers	B	Par.
• Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yanco		For.
Yank In Viet-nam, A	A1	AA
• Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
• Young Fury		Par.
Young Go Wild, The		For.
• Young Lovers, The		MGM
Young Racers, The	A2	A-I
Young Swingers, The	A1	Fox
• Your Cheatin' Heart		MGM

Z

• Zorba, The Greek		Fox
Zulu	A3	Emb.

COMING

ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet, Andy Williams
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
SING AND SWING—David Hemmings, Joan Newell—English-made
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
363 **DISTANT TRUMPET, A**—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 **DR. CRIPPEN**—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 **FBI CODE—98**—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
ROBIN AND THE 7 HOODS—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra,, Clint Walker
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLACK LIKE ME—D—107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental
BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary—American Film Dist.

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ADORABLE JULIA—C—94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BANDITS OF ORGOSOLO—D-98m.—Michele Cossu, Pepped du Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

CHALLENGE TO LIVE—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho

DEVIL DOLL—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DOULOS THE FINGER MAN—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIVEN WORD, THE—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Lionex

GRAND OLYMPICS, THE—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MISTRESS FOR THE SUMMER, A—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films

NIGHT WATCH, THE—D—118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion

NO, MY DARLING DAUGHTER—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.

OF WAYWARD LOVE—COMP—91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary

OF WOMEN AND PLEASURES—COMP.-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union

ORGANIZER, THE—D—126m.—Marcello Mastrioianna, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental

PANIC BUTTON—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere

RED LIPS—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.

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SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

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7606 (Dec.) A Boy and His Dog
7607 (Jan.) Rooty Toot, Toot
7608 (Jan.) Snow Time
7609 (Feb.) Emperor's New Clothes
7610 (Mar.) Little Boy With A Big Horn
7611 (Mar.) The Foxy Pup
7612 (Apr.) Let's Go
7613 (May) Gerald McBoing Boing
7614 (June) Bon Bon Parade
7615 (July) Madeline

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7551 (Sept.) No. 1 Series 4
7552 (Nov.) No. 2 Series 4
7563 (Jan.) No. 3 Series 4
7554 (Mar.) No. 4 Series 4

WORLD OF SPORTS

7801 (June) Hunting Unlimited (Color)
7802 (Aug.) Rasslin Rampage

TWO REELERS THE THREE STOOGES (REISSUES)

7401 (Sept.) Husbands Beware
7402 (Oct.) Creeps
7403 (Nov.) Flagpole Jitters
7404 (Jan.) For Crimin Out Loud
7405 (Feb.) Rumpus In The Harem
7406 (Apr.) Hot Stuff
7407 (May) Scheming Schemers
7408 (July) Commotion In The Ocean

COMEDY FAVORITES (REISSUES)

7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
7433 (Dec.) Training For Trouble (Schilling & Lane)
7434 (Jan.) He Popped His Pistol
7435 (Mar.) Wife Decoy
7436 (June) Pardon My Terror

ASSORTED FAVORITES (REISSUES)

7421 (Sept.) Spies and Guys (Joe Besser)
7422 (Nov.) General Nuisance (Buster Keaton)
7423 (Dec.) Hook A Crook (Joe Besser)
7424 (Feb.) So's Your Antenna (Harry VonZell)
7425 (Apr.) She's Oil Mine (Buster Keaton)
7426 (May) Meet Mr. Mischief

SERIALS (REISSUES)

7120 (Oct.) The Batman
7140 (Mar.) Roar Of The Iron Horse
7160 (July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS (METROCOLOR)

W-361 (Sept.) Switchin' Kitten
W-362 (Oct.) Down and Outing
W-363 (Dec.) Greek To Me-ow
W-364 (Jan.) High Steaks
W-365 (Mar.) Mouse Into Space
W-366 (Apr.) Landing Stripling
W-367 (June) Calypso Cat

NEW TOM AND JERRY CARTOONS (METROCOLOR)

C-6431 Dickie Moe
C-6432 Cartoon Kit
C-6433 Tall In The Trap
C-6434 Sorry Safari
C-6435 Buddies Thicker Than Water
C-6436 Carmen Get It

GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

W-6461 Puss Gets The Boot
W-6462 Fraidy Cat
W-6463 Dog Trouble
W-6464 Bowling Alley Cat
W-6465 Fine Feathered Friend
W-6466 Sufferin' Cat
W-6467 Lonesome Mouse
W-6468 Mouse Comes To Dinner
W-6469 Baby Puss
W-6470 Zoot Cat
W-6471 Million Dollar Cat
W-6472 Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche

SPECIAL

B23-1 Jamboree At Marathon

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers

20th Century-Fox

MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

7313 (June) Pope John XXIII

MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

7301 (Jan.) Two On A Pass
7302 (Feb.) Maine, U.S.A.
7303 (March) Sports, Wacky and Wet
7304 (April) Fairytale Land—Denmark
7305 (May) San Fan See
7306 (June) Rangers of Yellowstone
7307 (May) Bermuda Moods
7308 (July) Green Gold
7309 (Nov.) Atomic Lady
7310 (Dec.) Tasmania
7311 (Dec.) The Swedish Look
7312 ( ) Portugal

TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

5301 (Jan.) Fight to the Finish
5302 (March) Astronaut
5303 (April) Missing Genie
5304 (April) Tea Party
5305 (June) Sidney's White Elephant
5306 (June) Trouble In Baghdad
5307 (July) A Bell For Philadelphia
5308 (Aug.) Driven To Extraction
5309 (Sept.) The Big Clean-Up
5310 (Nov.) Split-Level Treehouse

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5321 (Jan.) Tea House Mouse
5322 (Feb.) To Be Or Not To Be
5323 (March) The Juggler of Our Lady
5324 (May) Pearl Crazy
5325 (July) Cherry Blossom Festival
5326 (Oct.) Spooky-Yaki

Universal-International

TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

4301 (Jan.) Land Of The Long White Cloud
4306 (Apr.) Four Hits And A Mister

SPECIAL

4304 (Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371 (Jan.) Steel Bands—Tropical Music (CS)
4372 (Feb.) A Picture For Jean
4373 (Mar.) A Bridge Named Emma (CS)
4374 (Apr.) End Of The Plains
4375 (May) Island Spectacular
4376 (June) The Unknown Giant
4377 (July) This Is The Place
4378 (Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331 (Jan.) Woody Meets Davy Crewcut
4332 (Feb.) Box Car Bandit
4333 (Mar.) Unvearable Salesman
4334 (Apr.) International Woodpecker
4335 (May) To Catch A Woodpecker
4336 (June) Round Trip To Mars
4337 (July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311 (Jan.) Fish and Chips
4312 (Jan.) Greedy Gabby Gator (WW)
4313 (Feb.) Coming Out Party
4314 (Mar.) Case Of The Cold Storage Yegg
4315 (Mar.) Robin Hoody Woody, (WW)
4316 (Apr.) Charlie's Mother-In-Law
4317 (May) Stowaway Woody (WW)
4318 (May) Hi-Seas Hi-Jacker
4319 (June) Shutter Bug (WW)
4320 (July) Salmon Loafer
4321 (July) Coy Decoy (WW)
4322 (Aug.) Goose In The Rough
4323 (Sept.) Tenant's Racket (WW)
4324 (Oct.) Pesky Pelican
4325 (Oct.) Short In The Saddle (WW)
4326 (Nov.) Goose Is Wild
4327 (Nov.) Tepee For Two (WW)
4328 (Dec.) Science Friction (WW)
4329 (Dec.) Calling Dr. Woodpecker (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

2701 (9-7-63) The Unmentionables
2702 (9-28-63) Aqua Duck
2703 (11-9-63) Claws Of The Lease
2704 (11-30-63) Transylvania 6-5000
2705 (12-28-63) To Beep Or Not To Beep
2706 (2-8-64) A Message To Graclas
2707 (2-29-64) Bartholomew Vs The Wheel
2708 (Mar.) Freudy Cat
2709 (Apr.) Nuts And Volts
2710 (May) The Iceman Ducketh
2711 (June) War and Pieces
2712 (June) Hawaiian Aye Aye

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

2301 (9-14-63) Yankee Dood It
2302 (10-12-63) Gone Batty
2303 (11-16-63) From A To Z-Z-Z
2304 (12-21-63) Tweet Zoo
2305 (1-25-64) Weasel Stop
2306 (2-15-64) Tobasco Road
2307 (Mar.) Greedy For Tweety
2308 (Apr.) The High And The Flighty
2309 (May) Pests For Guests
2310 (June) Birds Anonymous

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

2001 (1-11-64) With Their Eyes On The Stars
2002 (5-23-64) Report From San Juan
2003 (5-30-64) Silver Lightning

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

2501 (9-21-63) A Wish And Ticino
2502 (10-26-63) Unfamiliar Sports
2503 (12-14-63) Cheyenne Days
2504 (2-1-64) Kingdom Of The Saguenay
2505 (Apr.) A Look At Log Island

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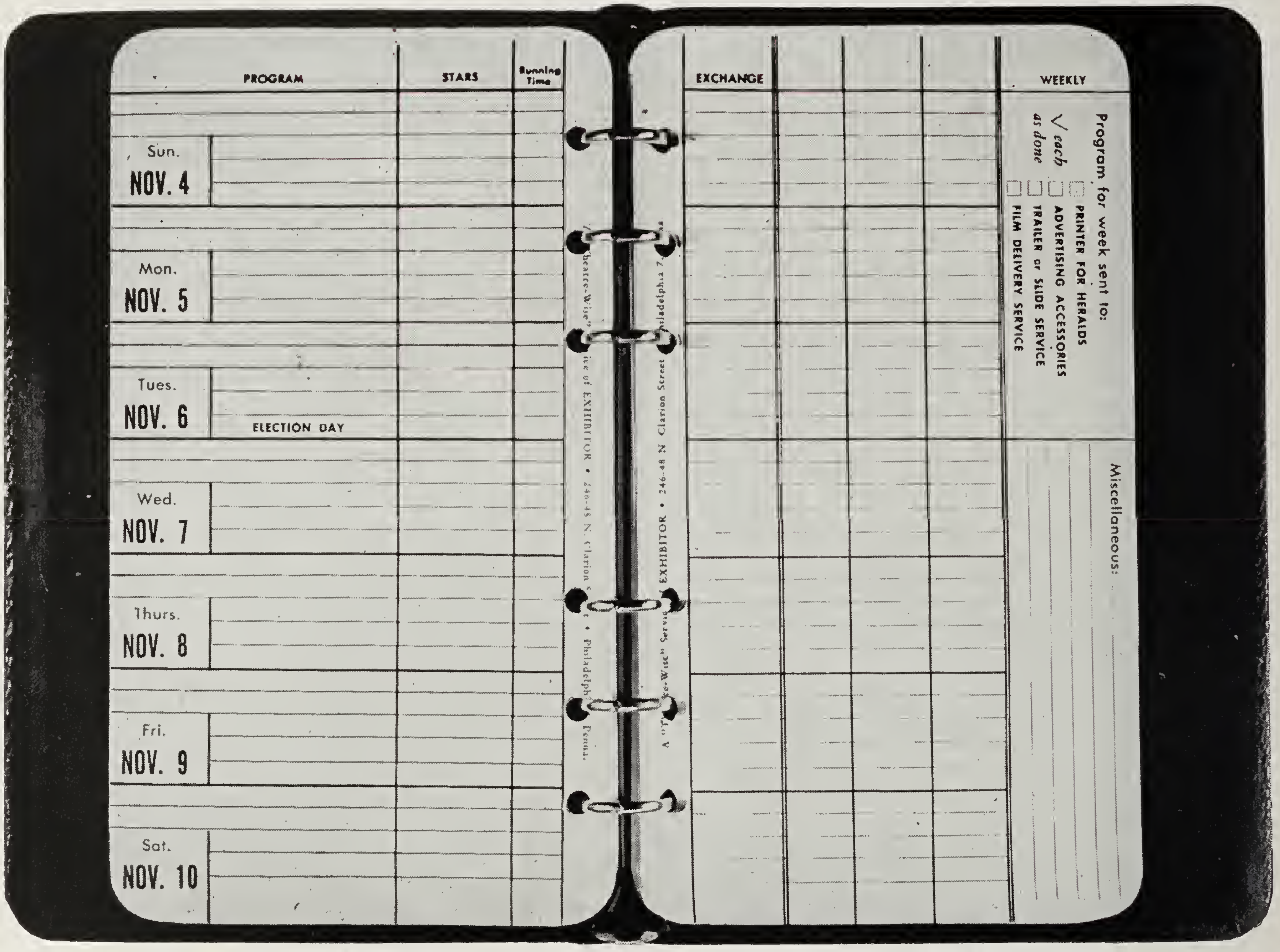
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EXHIBITOR

JULY 22, 1964 Volume 72 Number 2

IN THREE SECTIONS • THIS IS SECTION ONE

MGM Profits Take Upturn

(See Page 5)

Selig Named TOA Keynoter

(See Page 6)

Henry "Hi" Martin, vice-president and general sales manager, Universal Pictures Corp., has been named Man Of The Year by Allied Theatre Owners of New York State and New Jersey. See story on page seven.

MUST "BIDDING" GO TO COURT? . . . see editorial—page 3

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MOTION PICTURE
EXHIBITOR
plus...
SHOWMEN'S TRADE REVIEW

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MUST "BIDDING" GO TO COURT?

Each year, the Federation of British Film Makers issues a report. The 1963-64 edition makes the following point, *"The trade press representatives in our industry we regard as our colleagues and friends, even when they are critical or unduly silent."*

This is as it should be. From our own experiences of more than 40 years as representatives of the trade press, we are pleased to say that the same attitude exists among American film makers and distributors. MOTION PICTURE EXHIBITOR certainly has often been critical, but we can't recall ever being "unduly silent."

The issue of blind bidding and bidding itself has been discussed in many editorials in this publication—more so than in all other industry trade papers put together. Innumerable distributors have agreed with our criticisms, either openly or off the record. Certainly, no other problem has so provoked theatremen, from the smallest independent operator to the largest circuit owner.

Why did we begin this editorial with a quote from an English organization? Well, we recently spent some time in England and were amazed to learn of the following situation. United Artists' "TOM JONES," as every one knows by now, is a blockbuster if ever there was one. Yet United Artists, after putting up a million and a half dollars, refused the finished product as not acceptable. Fortunately, the pleading of a young executive, and possibly another man, was heeded, and UA reconsidered its position.

Several of the big circuits as well saw the picture and turned it down, being totally unappreciative of its boxoffice potential. As a result, UA was forced to place the film in its own theatre in London. It was booked in for a three week trial run.

Our London representative, Jock MacGregor, took us to the theatre and showed us the outside sign, a type used for short runs only. Well, the sign has been up now for more than a year. The picture recently celebrated its first birthday at the London showplace, and we are happy to report that every time we passed the house there were long lines in front of the boxoffice.

This brings to mind another point in the senseless and unfair marketing of pictures today via the bidding route. Everyone will admit that you can't find a more experienced, successful, and knowledgeable a group of industry executives than the boys at UA. If they nearly made such a costly and embarrassing mistake *after seeing the picture,* how in the world can an exhibitor, who in many instances has not seen the picture on which he is expected to bid, act intelligently? This condition is repeated in the motion picture industry many times over, *and the difficulty is compounded by the fact that trade paper reviews are generally held back until the last possible moment before release.*

It took the courts to eliminate the practice of block booking, and that has proved to be a mixed blessing. It may take the courts again to get rid of blind bidding and other bidding abuses, but there can be no bright future for motion pictures until these evils are corrected.

Theatres are in trouble, and a good part of the blame can be laid at the doorstep of bidding abuses and skulduggery that would embarrass any respectable businessman. Either the problem will be solved internally by men of good will or it will be solved in a court battle that could blow a great big hole in a lot of reputations. Let's hope it doesn't come to that.

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This year, the publishing and advertising industries are celebrating the 50th anniversary of another organization that works for you. It's called the Audit Bureau of Circulations, or ABC.

The ABC is a voluntary, non-profit association which audits and reports newspaper and periodical circulation facts. To be eligible for membership, a publisher must meet ABC's standards for the definition and measurement of paid circulation, and be able to submit auditable proof that his circulation meets these standards. The reporting of these circulation facts presents us and our advertisers with a reliable guide to what you are reading.

On the basis of our ABC reports, an advertiser can be certain his message in MOTION PICTURE EXHIBITOR is being brought to the attention of the audience he is paying to reach. These reports also allow us to measure our popularity with our readers and act as a constant stimulant to improve our editorial quality to attract and hold our readers.

MOTION PICTURE EXHIBITOR is proud to be a member of the ABC, and along with more than 2,800 other publisher members in North America, salute the Audit Bureau of Circulations on the occasion of its 50th anniversary.

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Bands

Arnold Kahn, traveling auditor for 20th Century-Fox, New York office, was married to **Shirley Goldberg**, Chestnut Hill, Boston, Mass., in New Haven, Conn.

Diamond Rings

Mr. and Mrs. Harry Kosiner, New Rochelle, N. Y., have announced the engagement of their daughter, **Marjorie**, to **Howard Lesser**, son of **Mr. and Mrs. Ben Lesser**, Scarsdale, N. Y. She is presently teaching in the elementary school system of Yonkers, N. Y. Lesser is completing work for a Master's Degree at the Bernard Baruch School of Business of the City College of New York and is with the advertising division of Schenley Industries.

Obituaries

Peter Burnup, 74, London editor, Quigley Publications, and veteran English newspaperman, died in a hospital near the Craggs, Bare, Morecambe, Lancashire, after a brief illness. He had retired a year ago. His sole suvivor is his wife, **Hope Burnup**, who had been manager of Quigley Publications' London office until she had retired with her husband.

Harry M. Kalmine, 68, vice-president and general manager, Stanley Warner Theatres, and a director of its parent company, Stanley Warner Corporation, died of a heart attack in Lenox Hill Hospital, N. Y. A veteran of 45 years in show business, he was born in Russia and first became a theatre manager in New York City. A veteran of the first World War, he was formerly with the Fabian Circuit in northern New Jersey and rose to district manager. When Warner Brothers absorbed the Fabian Circuit in 1928, he was appointed manager of their seven Broadway theatres. He subsequently managed theatres in the New Jersey and Pittsburgh areas and served as assistant general manager of the national circuit. In 1942 he became president and general manager, and in 1953, after another merger, he continued as vice-president and general manager. He was a member of the International Variety Club and Motion Picture Pioneers; and was founder of Camp O' Connell for underprivileged children in Pittsburgh. He is survived by two daughters, two sisters, a brother, and three grandchildren.

Raymond Levy, 58, vice-president in charge of the west coast office of Quigley Publications and Hollywood editor of Motion Picture Daily and Motion Picture Herald, died of a heart attack. He is survived by his wife and two daughters.

Louis Rosenfeld, 68, chairman of the board and managing director of Columbia Pictures of Canada, Ltd., died at Mount Sinai Hospital after a two-month illness. He had served with Columbia since the firm's inception, and was one of Canada's best known and most highly respected motion picture pioneers. Prior to his appointment as chairman of the board and managing director, he had been president and general manager of the Columbia Canadian subsidiary. In 1955, Rosenfeld was named "Pioneer of the Year" by Canadian Picture Pioneers. He is survived by a son, a daughter, and five grandchildren.

Sam Torgan, manager, RKO Keith's, Lowell, Mass., since 1933, died at Lowell General Hospital. He is survived by three sisters and two brothers.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., JULY 20

Court Okays "Women" Despite Memphis Censors

MEMPHIS — "Women of the World," in Memphis a highly controversial movie, has been ruled "not obscene" by Federal Judge Bailey Brown. Memphis city attorneys have indicated a complete overhaul of censorship laws will be recommended as the result of the ruling. Judge Brown made the ruling in a suit filed by Embassy Pictures Corporation of New York against the local censor board and the heads of the city government. The judge granted an injunction preventing the censors from interfering with the showing of "Women of the World," which they had previously banned because Embassy refused to delete "objectionable scenes." He delayed ruling on whether certain sections of the city censorship ordinances are unconstitutional, as charged by Embassy.

"Women of the World," a documentary contrasting women's dress, customs, beauty standards, and beautifying methods, is scheduled to open July 30 at the Summer, Frayser, Sixty-One, and Lamar drive-ins in Memphis and the Avon in West Memphis.

Regarding the ruling, Edwin Howard, Press-Scimitar amusements editor, wrote: "The laws under which the Memphis Censor Board could ban just about anything, as attorney Ephraim London of New York put it, except 'Rebecca of Sunnybrook Farm,' are at last, it appears, about to be amended."

Switzerland Tops Overseas Branches In Rackmil Drive

NEW YORK—The 26-week Milton Rackmil sales drive just concluded by Universal's overseas branches and distributors represents one of the most successful periods in the history of the company's foreign operation, vice-president and foreign general manager, Americo Aboaf said here.

Grosses for each week of the drive topped the comparable week's figures for last year while the final drive week ending June 27th resulted in one of Universal's highest weekly overseas grosses on record with many new booking and billings records being set by the individual competing territories.

Switzerland, managed by Charles Ochsner, captured top honors with Brazil, under Rudi Gottschalk, a close second and manager Karl Jungmarker's Sweden third.

In the divisional competition, the Latin American division, which moved into its busy winter season during the Drive conclusion, took first place with Europe second and the Far East third.

BROADWAY GROSSES

"Molly" Breaking Records

NEW YORK — MGM's "Molly Brown" finally arrived at the Radio City Music Hall, and rang up a record for a non-holiday week. Elsewhere, grosses were about average for this time of year, with the Paramount holding up strong with "The Carpetbaggers" for a third week.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE CARPETBAGGERS" (Embassy-Paramount). Paramount did $42,000 on the third session.

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with usual stage show, reported $130,000 for Thursday through Sunday, with the initial week heading for a record-breaking $217,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille claimed $13,000 for the 17th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama tallied $23,779 for the 35th week.

"BECKET" (Paramount). Loew's State announced that the 19th week was $20,000.

"CIRCUS WORLD" (Paramount-Cinerama). Loew's Cinerama stated the fourth week was $27,000.

"A SHOT IN THE DARK" (UA). Astor reported $21,000 for the fourth week.

"WHAT A WAY TO GO" (20th-Fox). Criterion had $27,000 for the 10th week.

"CLEOPATRA" (20th-Fox). Rivoli stated that the 58th week was $11,000.

"ZULU" (Embassy). RKO Palace did $19,000 on the second week.

The Victoria is showing reissues this week.

Movie Industry Spurts

NEW YORK—The domestic recreation industry, paced by a noticeable comeback by Hollywood, is on its way to posting sales and earnings gains in 1964. A new report just issued by The Value Line Investment Survey estimates that 16 of the 19 recreation companies under continuing review will boost sales and that 17 will increase earnings relative to those of a year ago.

Hollywood seems to be "getting the message" to and from the movie-going public. The heyday of indiscriminate blockbuster productions seems to be over. Today's motion pictures are better than they have been at any time in filmdom's history. The public has responded by coming back to theatres (both indoor and outdoor) in modestly increasing numbers. Moreover, a new generation, weaned on television movies, is beginning to discover movie houses. Combined with higher admission charges and the spurt in disposable income due to the tax cut, this factor is providing pivotal for the upward move.

Antitrust Law Upheld

SEATTLE—The Supreme Court of Washington ruled last week that a lower court had erred in dismissing an anti-trust suit brought by the state against Sterling, Forman, Hamrick, and Evergreen theatre interests and major distributors.

MGM Profit Picture Bright

O'Brien Sees Complete Turnabout In Making; Announces Third Quarter Earnings Of $1,843,000

NEW YORK—Metro-Goldwyn-Mayer, Inc., announced here that operations for the forty weeks ended June 4th, 1964, the first three quarters of the current fiscal year, resulted in a net profit of $3,729,000 or $1.43 per share, as compared to a loss of $12,338,000 or $4.79 per share for the corresponding period of the previous year.

Earnings for the third quarter of the current year amounted to $1,843,000 or $.70 per share, as compared to a loss of $3,622,000 or $1.40 per share in the third quarter of the preceeding year.

A quarterly dividend at the regular rate of 37½¢ per share accompanied the report to stockholders.

Robert H. O'Brien, MGM president, in his letter to stockholders, stated, "The profits for the forty weeks, combined with the success of the outstanding MGM features now in release in our fourth quarter, assure us that the results for the current fiscal year will show a complete turnabout, most notably in the area of film production-distribution."

"It is evident that each area of our operations is making important progress in this fiscal year. We look forward to continued progress, and expect that our next fiscal year will be one of the most successful in MGM history."

In the current fourth quarter, the company's rentals for the first and second weeks in July were each more than $3,000,000, two of the largest single week film rental grosses in the 40-year history of the company, and perhaps unprecedented in the industry.

"Rarely, if ever, has the company had a more varied group of motion pictures than those now being presented at the nation's theatres," he said. "The Unsinkable Molly Brown" has received the acclaim we anticipated and will be one of the top box office attractions of the year," stated O'Brien.

He said "The Night of the Iguana," which received international newspaper, radio and television coverage at its recent benefit preview-premiere at Lincoln Center, was also given some of the most glowing reviews of any picture in recent months." It begins regular theatre presentations this month.

O'Brien also reported that "How the West Was Won" is continuing to roll-up record grosses in its general release engagements throughout the country. Other MGM releases for the summer are: "Viva Las Vegas," "Looking For Love," which is just now beginning its release, "Flipper's New Adventure," "Honeymoon Hotel" and "Rhino!"

"In addition to their favorable effect on earnings in the fourth quarter," O'Brien said, "these releases, though their subsequent domestic and foreign release runs will provide a firm earnings base for production-distribution operations in our next fiscal year."

O'Brien stated that as a result of the MGM production program, which hit its full stride some months ago, the company is prepared to follow the summer releases with a strong schedule for fall and the months thereafter. Films scheduled for this period include, "The Americanization of Emily," "The Outrage," "The Yellow Rolls-Royce," "Quick, Before It Melts," "Thirty-Six Hours," and "The Rounders."

MGM currently has 60 films which are now completed, awaiting release, being edited, in production or in the final stages of preparation, the report said.

The TV production program for the 1964-65 season has also swung into high gear with five series in preparation for early fall premieres on the nations' television networks.

MGM Records, anticipating one of the biggest summers in its history, has six sound track albums ready for release: "The Unsinkable Molly Brown," "Looking For Love," "The Night of the Iguana," "How the West Was Won," "Circus World," and "The Carpetbaggers"; each timed for release in connection with theatre showings of the pictures. There also is a new children's album in connection with "Flipper's New Adventure."

Attending the recent world premiere of MGM's "The Night Of The Iguana" at Philharmonic Hall, New York, as a benefit for the Heart Fund were Herman Ripps, assistant sales manager; Emery Austin, assistant director of advertising, publicity and promotion; and Morris Lefko, vice president and general sales manager for MGM.

AMPA Reelects Gold

NEW YORK—Melvin L. Gold, general sales manager of National Screen Service, was reelected president of Associated Motion Picture Advertisers (AMPA), by members in the annual election of officers and directors, announced Vincent Trotta, chairman of the nominating committee.

Elected to serve the industry's 46 year old advertising organization were: Melvin L. Gold, president; Samuel Horwitz, vice-president; Hans Barnstyn, treasurer; Marcia Sturn, secretary. Board of directors: Ted Arnow, Michael Linden, Arthur L. Mayer, Norman Robbins and Vincent Trotta. Trustees: Ray Gallo, Robert Montgomery and Leon Bamberger.

Executive committee: Norman Robbins, Leon Bamberger and Vincent Trotta.

PCA Issues 89 Seals

NEW YORK—Eighty-nine current and upcoming full-length feature films were approved for viewing in the U. S. between Jan. 1 and June 30 by the Production Code Administration, Ralph Hetzel, acting president of the Motion Picture Association of America, Inc., announced.

New Construction Swells ITOA N. Y. Membership

NEW YORK—Membership in the Independent Theatre Owners Association of New York is growing at the rate of two theatres per month with 40 metropolitan area houses joining the organization during the past 20 months, according to Harry Brandt, president.

Major impetus for the increasing membership stems primarily from new construction in the city of New York and the adjacent suburbs, together with acquisitions by members from circuits relinquishing operational control of existing situations.

New theatres to join the association include the Seaview, Brooklyn; Trans-Lux East and Essex, Manhattan; Riverdale in the Bronx; Mt. Kisco in Westchester; Twin North and Twin South, Hicksville; Merrick, Merrick; Salisbury, Westbury—the latter four in Nassau; and the Valley and Cinema 45 in Spring Valley, Rockland. Another ITOA shopping center theatre will open this Fall in Yorktown Heights, a Westchester suburb.

Theatres formerly operated by circuits now in ITOA include the Albermarle, Kameo and Coney Island, Brooklyn; Art, Ascot, Casino, Earl, Kent, Luxor, 167th Street, Park Plaza, Surrey, Bronx; and the Mt. Vernon, Westchester.

Other new ITOA theatres joining during this period include Toho Cinema, Normandie, Little Carnegie, York, Alden, Apollo, Bleecker Street, St. Marks and New Charles, Manhattan; Coliseum and Mermaid, Brooklyn; Dale and Circle, Bronx; Hastings, Hastings; Criterion, East Rockaway; and Kent, Yonkers.

Joining ITOA ranks this month are the York, Manhattan, former East Side legit operation, and the Mt. Vernon, Mt. Vernon, a former circuit theatre.

Loew's Down In Third

NEW YORK—Laurence A. Tisch, board chairman, Loew's Theatres, reported a net of $91,800, or four cents a share, after a credit of $14,000, for the nine months ended May 31. This compares with $971,900, or 38 cents per share, after provision for income taxes of $606,000, for the like period of last year. Gross operating revenues were $57,921,000 vs $48,286,000.

In the third quarter of the fiscal year the company posted a loss of $269,700, or 10 cents per share, on gross revenues of $20,145,000. In the like period of last year the company posted a gain of $289,800, or 12 cents per share, on revenues of $17,185,000.

Free-TV Counsel Named

LOS ANGELES—The law firm of Loeb and Loeb has been engaged by backers of the Crusade for Free TV here to represent them in State Supreme Court in opposition to Subscription Television's petition which seeks to keep off the Nov. 3 ballot in California the initiative against pay TV.

Herman F. Selvin will represent the law firm on behalf of the citizens' committee backing the initiative to repeal the California pay TV law enacted by the 1963 legislature.

Selig To Keynote TOA Convention; Program Plans Being Finalized

NEW YORK—Robert W. Selig, vice-president of National General Corp., will be the keynote speaker at the opening business session of Theatre Owners of America's 17th annual convention, Sept. 29, Conrad Hilton Hotel, Chicago, announced John H. Rowley, TOA president.

SELIG

In accepting the invitation to be the keynoter, Selig, who is popularly known as the "Showman's Showman," said that inasmuch as the film industry was on the threshold of several "hopeful breakthroughs," he would try to make the most of the opportunity in his presentation.

Meanwhile, the convention program is taking shape. The nominating and finance committees are scheduled to meet on Sept. 27. The board of directors and executive committee will meet on Sept. 28 and the formal curtain-raising will be the following day when a general discussion of important national issues will be on the agenda.

The all-important subject of product and the outlook for the fall, winter and spring will be the major topic on September 30. Merchandising will headline the Oct. 1 sessions, while concessions in all their forms will occupy the closing day of the convention on Oct. 2.

In addition, there will be three breakfast workshops and special symposiums on drive-ins, small town operations and legal aspects of the industry. As previously announced, J. D. Richards, a past president of Cinematograph Exhibitors Association of Great Britain and Ireland and a member of its General Council and Executive Committee, will be a principal speaker at the convention. He will give a report on conditions and problems facing British exhibitors and describe what they are doing to alleviate them.

The latest in theatre equipment and concessions items will be on display at the Motion Picture and Concessions Industries Trade Show, sponsored jointly by TOA and National Association of Concessionaires, which will be in operation Sept. 28 through Oct. 1 at the Conrad Hilton. The NAC annual convention will be held concurrently with that of TOA.

TC-V Appoints Kozlik

BEVERLY HILLS—Carl J. Kozlik has been appointed director of special events for Theatre Color-Vision Corp., closed circuit theatre television network subsidiary of National General Corp., it was announced here by Irving H. Levin, executive vice president and TC-V head.

Kozlik, who will be based in TC-V's new Chicago office, will co-ordinate all aspects of TC-V's recently-concluded negotiations with the Chicago Bears to show all of the Bears' 1964 home games on closed circuit television in two Chicago theatres, the 5,000-seat Arie Crown, and the 4,400-seat Balaban & Katz Uptown.

"Carpetbaggers" At $2.6 Mil. After 2 Week N. Y. Stand

NEW YORK—In just two weeks of release in the New York area, Joseph E. Levine's "The Carpetbaggers" has grossed over $2,600,00, it was announced by Paramount Pictures.

In its second week "The Carpetbaggers" registered more than $1,000,000 in 24 "Showcase" theatres in Manhattan, Brooklyn, Bronx, Queens and Nassau and Westchester Counties and 50 additional houses in New Jersey, Upper New York State and Suffolk County. Added to the first week total of $1,612,428, this brings the two-week gross for 74 theatres to over $2,612,428.

These figures represent a number of important boxoffice records, according to Paramount. The first and second week grosses were the largest ever recorded by any distributor with a single picture in comparable periods in New York or any other branch. While other pictures may have grossed more than $2,600,000 over all in their full play-off in New York or other areas, none have done it as fast or as in few theatres as "The Carpetbaggers."

UA Southern Meet

NEW ORLEANS — United Artists vice-president James R. Velde; assistant general sales manager Al Fitter, and Southern division manager Eugene Jacobs met here with Southern division branch managers.

Attending the sales conferences, which covered UA's sales policies and plans for the remainder of the summer, were managers: Eugene Goodman, New Orleans; R. L. Brentlinger, Dallas; Ralph Amacher, Kansas City; Frank Rule, Oklahoma City, and James Martin, Memphis.

In addition to meeting with the UA branch personnel, Velde, Fitter and Jacobs confered with leading exhibitors from the Greater New Orleans area concerning the company's current and future product.

"Lady" To Have 35 West Coast Benefits

HOLLYWOOD—An unprecedented total of 35 benefit performances have been set at the Egyptian Theatre here for the West Coast premiere engagement of "My Fair Lady," to open October 28.

The opening-night performance will benefit the Motion Picture Relief Fund. Other organizations sponsoring "My Fair Lady" showings are: Orthopedic Hospital, U.S.C. Medical Center, United Calbank, Mt. Sinai Men's Club, B'nai B'rith, University of Judaism, Oscar Reiss, Mt. St. Mary's College, Buckley Schools, City of Hope, Burbank Symphony, Muscular Dystrophy, Exceptional Children's Fund, Temple Isaiah, Children's Aid Guild, R.C.A., Clair Bourne School, Citizens National Bank, Jewish National Home, Hughes Aircraft, Unimart Stores, Inc., Emotionally Disturbed Fund, Goodwill Industries.

Also South Bay Children's Center, Children's Asthmatic Fund, Southern California Symphony Association, North Valley Community Center, Occidental Club, Senior Citizens, Aarp Yucaipa, Ronoh Club, Gold's Furniture, Prudential Insurance, Hillel Academy, ORT of Encino, Hancock B'nai B'rith, Port Arguello, West Los Angeles Senior Citizens, Golden Rain Fund, Crary Tours, Santa Barbara's Emp. Association, Golden Agers Tour, Hemet Tours, Merry-Mas Tours, Nair Tamid Sisterhood, Bank of America, Mirman School, Merchant Shippers Association, 3M Club, Barnes Banana's, City of Commerce, Disneyland, Texaco and Glendale-Burbank Legal Secretaries Association.

The West Coast premiere of "My Fair Lady" will follow the world premiere in New York at the Criterion Theatre on October 21. Audrey Hepburn and Rex Harrison star in the Alan Jay Lerner-Frederick Loewe play, which was produced by Jack L. Warner and directed by George Cukor in Technicolor and SuperPanavision 70.

Solo Joins Fox Talent

HOLLYWOOD—Robert H. Solo has been named assistant to Owen McLean, executive head of talent at 20th-Fox Studios.

Solo will leave the Ashley-Famous Agency, where he has been associated for several years, to assume his new executive post.

His duties at 20th-Fox will involve all areas in the securing and placing of talent.

The new officers of Variety Clubs International for 1964-65 are (l to r) Joseph Podoloff, Minneapolis, dough guy; Ralph W. Pries, Philadelphia, first assistant chief barker; James Carreras, London, chief barker; J. J. Fitzgibbons, Jr., Toronto, second assistant chief barker; and Nat Nathanson, New York, property master.

Boston Exhib. Protests Downtown Undesireables

BOSTON—Alcoholics, vagrants, degenerates and perverts are bothering film patrons in Boston's theatre district, Alan Friedberg, general manager of Sack Theatres, charged in a letter to the Boston Record American, which has been running a series of articles on conditions in licensed drinking spots. The theatre manager protested the "human vermin, vagrants and degenerates, alcoholics and perverts that infest the Boston theatrical area."

Friedberg said he was concerned primarily wih the theatrical-night club district where Sack Theatres has an investment of millions of dollars in three theatres; the Music Hall, the Saxon and the Gary. Sack Theatres operates five theatres in Boston, the Beacon Hill and the Capri, in addition to the three cited, and two theatres in Fitchburg, Mass.

The theatre manager's letter was printed under a headline, "District's Alcoholics Incite Sack Theatres." He said: "Allow me to congratulate you and your newspaper for your courageous, illuminating and forthright series of articles, dealing with the deterioration and degeneracy of an area which for many years has been the heart of the legitimate and motion picture theatre.

"Where we operate three theatres in this immediate area, we have admittedly a selfish interest in elminating the scourge which has migrated from Scollay Square and now threatens to blight the core of Boston's entertainment district. We have invested heavily in money, in time, in energy, and in faith in our industry and the future of the city of Boston. We have sought to provide the best in motion picture entertainment in the most comfortable and congenial surroundings only to find our patrons harassed by vagrants and degenerates, by alcoholics and perverts. We are virtually infested with these human vermin. It is tragic for us and for other legitimate business interests in this area as well as for the theatre going public.

"It is not for us to assess the blame in the situation. Commissioner (Edmund) McNamara and his department have been most cooperative and are doing an excellent job considering the handicaps under which they are operating.

"No doubt the problem has many ramifications beyond mere law enforcement including adequate detention and rehabilitation centers. But the important thing is that your series of articles should produce an aroused enlightened and irate citizenry which, in time, must express itself cogently enough to impel ameliorative action by the powers that be. Where our past efforts have been quixotic, we earnestly hope that yours will be crowned with success."

Previously, theatre chain owner Ben Sack, who is at present vacationing in Aruba, had received complaints from film patrons who themselves or their families had been accosted by alcoholics and panhandlers on leaving the three theatres named, on a radio program he did on "state of the motion picture in Boston" on the Haywood Vincent program on WNAC.

"Hoods" Premiere For N. Y.

NEW YORK—"Robin and the 7 Hoods," Warner Bros.' motion picture musical comedy starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby, Peter Falk, Victor Buono and Barbara Rush, will have its New York premiere Wed., Aug. 5, at the RKO Palace Theatre on Broadway.

U's Martin Named "Man Of Year" By New York-New Jersey Allied

Jack Kuhne, left, executive producer, Movietone, shows some new plans to Fred B. Adair, Jr., president, Manhattan Sound Corporation, which has entered into an agreement to operate the sound studios of the 20th-Fox Movietone New York production complex.

BUFFALO—Sidney J. Cohen, president, New York State Allied and 1964 convention chairman announced that Allied Theatre Owners of New York State and New Jersey will name Henry "Hi" Martin, vice-president and general sales manager of Universal Pictures Corp., as "our Man of the Year" at the combined convention at the Concord Resort Hotel, Kiamesha Lake, N. Y., Aug. 3-6. Cohen said "It was not difficult to pick "Hi" for this honor when thought was given to the great leadership and outstanding job he did last year in leading the drive for the Will Rogers Hospital and O'Donnell Memorial Research Laboratories."

"This year he again will lead the drive on a voluntary basis. His personality and method of gaining cooperation from every phase of our industry made possible the highest collection of money ever raised."

He said "Now it appears that even more money will be raised because of his inspirational drive and manner in being able to get the rank and file to work for a noble cause in such great numbers.

"He has reached out into territories that heretofore raised practically nothing and proved to them how much good their contributions would do for all humanity and not just for people in the theatre industry."

A plaque will be presented to Martin at the banquet on Wednesday night, Aug. 5, as a tribute to his unselfish efforts on behalf of the Will Rogers Hospital and O'Donnell Memorial Research Laboratories, he added.

Universal Branch Shifts Announced For Coast

NEW YORK—A series of promotions in the Universal Pictures co. domestic distribution organization was announced here by Henry H. "Hi" Martin, vice-president and general sales manager, with the resignation of William D. Kelly as branch manager in San Francisco.

James Mooney, sales manager in Seattle since Oct., 1959, has been promoted to the post of branch manager in San Francisco effective this week. Mooney joined Universal in Aug., 1941 and except for posts with 20th-Fox and Paramount between 1947 and 1952, has been with Universal since.

Russell Brown, sales manager in Portland since Aug., 1962 is being promoted to the post of sales manager in Seattle also effective this week. Brown has been a member of the Universal domestic distribution organization since Sept., 1950.

Don McMurdie, salesman in Salt Lake City since 1951, is being promoted to the post of sales manager in Portland beginning with the week starting Monday, August 3rd.

Dept. Store "Buys" Premiere

ROCHESTER, N. Y.—Foreman's department store, most important in this city, has bought the opening-night performance of the Warner Bros. motion picture production of "My Fair Lady" here at Schine's Riviera Theatre next December 23.

The store is offering first-night tickets to its customers at a top price of $7.50, with proceeds going to the Civic Music Association, one of the most important community organizations in this area.

Matsoukas To Col. Post

NEW YORK—Nick John Matsoukas has been retained by Columbia Pictures as special projects coordinator for the Max E. Youngstein-Sidney Lumet production of "Fail Safe," it was announced by Richard Kahn.

"Patsy" Takes Off

NEW YORK—Jerry Lewis' "The Patsy" is off to a fast boxoffice start in its first openings around the country, according to Paramount Pictures. Multiple-theatre engagements in Los Angeles, Cleveland and New Orleans place the new comedy ahead of "The Nutty Professor" and "Who's Minding the Store?", two of Lewis' biggest successes.

In its first week of a 29-theatre multiple in Los Angeles, "The Patsy" hit $205,000. At 17 theatres in Cleveland, the Technicolor comedy scored a $52,000 opening week. A 16-theatre New Orleans multiple garnered $42,000 in the initial session.

New AIP London Office

NEW YORK—David D. Horne, American International Pictures' Vice President in Charge of Foreign Distribution, leaves for London today to attend ceremonies marking the official opening of new AIP offices at 101 Dean Street.

The offices, which will serve to facilitate the handling of AIP's business in Europe, will be headed by Jeffrey Sion.

From London, Horne will travel to Paris, Rome and Brussels to conclude various business deals, before returning home.

Kaye Joins Filmvue

NEW YORK—Joe Kaye, for many years on the sales staff of National Screen Service in various territories, has been appointed regional sales executive and special representative for Filmvue Company of New York, producers of special trailers.

Allied Finds IATSE Opposition To Consent Decrees Unnecessary

DETROIT—Richard F. Walsh, IATSE president, has received a lengthy letter from Jack Armstrong, Allied States president, made public here at national Allied headquarters.

Walsh has been quoted in the trade press as opposing restraint of expansion of formerly affiliated circuits under the U. S. vs. Paramount decree and as requesting the Department of Justice to modify certain aspects of the decrees as they apply to five major circuits.

It has likewise been announced that the coming IATSE convention will consider methods of accomplishing such changes.

Armstrong wrote that because of Walsh's reputation for fairness and honesty, he felt that "given the opportunity," Allied could convince him "the existing decrees do not have any depressing affect whatsoever upon theatre expansion. There has been no deterrent upon any of the five large theatre companies which have sought to acquire additional theatres under the procedure of the consent decrees."

Further, to Armstrong's knowledge there has been no instance of any of "the big five" unsuccessfully petitioning for theatre acquisition.

Specifically, he reminded that in 1963, 320 houses were opened and/or were under construction at a cost of nearly $100 million, which included houses built by former affiliated circuits.

"This would," wrote Armstrong, "certainly indicate that no restraint exists on theatre expansion."

He then pointed out new construction in presently saturated areas instead of guaranteeing "employment or security for your union members" might accomplish the reverse. Building by financially powerful interests might result in the closing of theatres by "less affluent individuals."

Allied is not against "modernizing" the consent decrees, "but we do feel strongly that when changes are made they should be for positive reasons, not negative ones."

Changes should "benefit the entire motion picture industry and not just a few powerful financial interests at the expense of thousands of individuals who operate locally owned theatres."

Armstrong concluded his plea by requesting that the union try to enlist IATSE support for a 'code of Ethics and Fair Practice for Production' at the forthcoming convention.

Redstone Announces D. C. Twin

BOSTON, MASS.—Redstone Management, through one of its wholly-owned subsidiaries, announced the acquisition of 8 acres of land in the 7 Corners area of suburban Washington, D. C. for development of a new theatre.

Redstone says that it plans to erect a 2,000 seat twin type indoor theatre on the site, identical in design to similar cinemas under construction or scheduled in West Springfield, Mass.; Toledo, Ohio; Pontiac, Mich.; and Louisville, Ky.

Acquisition of the suburban Washington, D. C. site marks the sixth twin-type cinema scheduled for construction by the circuit during the year.

Censor Expert To Speak At N. J.-N. Y. Allied Meet

HAWTHORNE, N. J.—Felix Bilgrey will conduct a seminar on censorship at one of the business sessions of the combined Allied Theatre Owners of New Jersey and Allied Theatre Owners of New York State Convention at the Concord Hotel, Kiamisha Lake, N. Y., Aug. 3-6.

Bilgrey, an expert on censorship, is presently engaged in two cases, one in Maryland, the other in Virginia, and handled the Times Film Case which went up to the Supreme Court several years ago.

All phases of censorship and classification will be freely discussed at this seminar.

Memphis Censors Reversed

MEMPHIS, TENN.—Federal Judge Bally Brown has enjoined the Mayor of this city and other municipal officials from preventing the showing of Embassy's "Women Of The World" here.

The film has been banned by the city's censors as obscene; but Judge Brown was of the opinion that Memphis censorship laws are unconstitutional in the light of recent Supreme Court decisions.

Filmack Cites Employees

CHICAGO—Three employees were honored by Filmack Trailer Co., here for over fifty-six years of service.

Honored at the celebration were Jay Jankowski, laboratory chief, and Marvin Rose, head proofreader for over twenty years of service; and Roman Polys, sound engineer for sixteen years.

NGC Acquires Control Of Columbia S.&L.

LOS ANGELES—National General Corporation has acquired more than 65 per cent of the 894,196 outstanding shares of guarantee stock of Columbia Savings and Loan Association, Eugene V. Klein, chairman and president of the Los Angeles based theatre circuit operator and entertainment company, announced.

Under terms of the purchase order, for each share of Columbia guarantee stock received by National General there will be issued a $15 principal amount 20-year five per cent debenture and one detachable warrant authorizing purchase of NGC common stock at a price of $15 per share for 10 years, Klein said.

The savings and loan company in which NGC now has controlling interest, for the year ended Feb. 29, 1964, reported total revenue of $6,708,460 and net income of $1,003,499 or $1.12 a share on 894,196 shares outstanding. The company also listed total assets of $105,279,387, real estate loans outstanding of $85,438,790, total savings of $81,630,380, and stockholders' equity of $6,894,416.

Nathan Kates, president, Columbia Savings and Loan Association, has been elected a director of National General Corporation. A practicing attorney in San Fernando since receiving his LLB from the University of Southern California in 1935, Kates has been president and director of Columbia since 1951. He is also a director of Charter Title Company, and Vista Del Mar, both of Los Angeles.

Directors of National General Corporation declared the regular quarterly cash dividend of three cents per common share, payable Sept. 1 to shareholders of record Aug. 15. This is the second payment in a program of regular quarterly cash dividends voted by NGC directors last April.

Kalle Rejoins Col.

MUNICH—Julius Kalle has been named advertising and pubilicity director for Columbia Pictures in Germany, succeeding Theo Werner, who has resigned to enter into film production.

Kalle, who was advertising-publicity chief here for Paramount since 1960, had been with Columbia from 1954 for six years.

Active Trade Support Accorded Second New York Film Festival

NEW YORK—Two major motion picture industry associations have this year endorsed the Second New York Film Festival.

The Motion Picture Association of America (MPAA) and the Independent Film Importers and Distributors of America (IFIDA), in recognizing the Lincoln Center festival as the leading American film showcase, have opened the way for festival participation of major Hollywood pictures as well as outstanding foreign imports.

The two new sponsoring groups will serve in an advisory capacity regarding policy and procedures for the international festival, which will be presented Sept. 14-26 at Lincoln Center for the Performing Arts.

In official acceptance of this support, festival director Amos Vogel announced: "This is the first time an American film festival has been granted the active participation of the motion picture industry as a whole.

"Since ours is an American festival, it is absolutely essential that we have a proper cross-section of the best new U. S. productions. We hope for at least three major American films this year.

"The MPAA and IFDA will make festival suggestions to program director Richard Roud and myself, and will also intercede on our behalf with the major companies to obtain films we wish to present.

"But as interested as we are in obtaining big studio commercial productions by seasoned directors, we are equally interested in those small independent films produced by young new filmmakers. Our concern is not cost, but quality, originality and the breaking of new paths in cinema.

"To be considered for exhibition in the Second New York Film Festival," he said, "films from any source should be submitted to the New York Film Festival at Lincoln Center prior to Aug. 10."

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"Showmanship is our Business"

Latest Newspaper Strike Finds Detroit Exhibs Well Drilled

By ARTHUR HERZOG
MPE Detroit Bureau

DETROIT—Detroit exhibitors have had plenty of practice since late 1955 in finding ways other than the newspapers to bring the public information of what goodies await it on a hundred screens.

As this is being written it looks as if once again there will be printed hunderds-of-thousands of program leaflets; batteries of telephones pressed into use; neighborhood and foreign language papers profiting from unaccustomed film advertising; and theatremen battling to obtain time on tv and radio —for once again the Motor City is without newspapers. It appears at the outset that the struggle could be a long one. The Detroit News and Detroit Free Press failed to start their presses on July 14. The News had been halted briefly, slowed down for weeks, earlier this year. Finally the newspapers were at peace with all but two unions: Local 13 of the International Printing Pressmen and Assistants Union, and Local 10 of the Plate and Paper Handlers Union.

Earlier, both had voted to strike, but negotiations continued up to the evening of July 13. Late that afternoon pickets appeared, and at 5:00 PM union negotiators walked out of the final meeting with no plans to resume efforts to settle matters.

The two newspapers had offered many concessions, but this time something seems to have come to a head which has long been festering under the surface.

For the newspapers, all negotiations have been undertaken by the Detroit Newspaper Publishers Association. This was established many years ago when the Detroit Times was in existence, and carried on since by the two remaining dailies.

All of the unions have been endeavoring to deal separately with each publication, while the publishers have resisted to preserve their bargaining strength, i.e., having identical dates on contracts so that one paper could not be played against the other.

Both the locals are affiliated with the Pressmen's International Union. It is understood the parent organization is against this strike and it is currently reported that the PIU will withold strike funds.

Some of the many strikes since 1955 have lasted well over two months.

By the afternoon of July 14, Co-Operative Theatres of Michigan was already rigging its telephone apparatus and preparing to issue movie guides for its many accounts.

Other exhibitors were taking similar steps for communication with the public over the possibly long, hot newspaperless summer.

Fox Canadian Sales Meet

TORONTO—A special exhibitor meeting, attended by key executives from every major circuit in Canada, and leading independent theatre representatives, was held here at the 20th Century-Fox Toronto branch for a film demonstration of the company's outstanding program of upcoming films.

Conducted by Peter S. Myers, Canadian division manager; Victor J. Beattie, Toronto branch manager, and Sam Glasier, regional advertising manager, the meeting emphasized 20th-Fox's dramatic production comeback since the studio reopened one year ago.

The American Stock Exchange recently admitted to listing and dealings common shares of General Cinema Corporation, Boston, Mass., and Eugene F. Dunn, Exchange stock specialist, shows the opening price on the ticker tape to Richard A. Smith, General Cinema president.

Hamlet Footage Weds Film-TV Techniques

HOLLYWOOD—The first known marriage of motion picture and television filming techniques will, according to film editor Bruce Pierce, A.C.E., now editing 90,000 feet of the Richard Burton "Hamlet" opus for a 1,000 theatre closed-circuit, hard ticket screening in September, be seen in the the Hamlet footage.

Pierce explained that the production of "Hamlet" at the Lunt Fontanne theatre in New York was the first time in history that television's kinescope principle has been used in conjunction with motion picture film.

"They call this new process 'Electronvision.'" Pierce said. "Five TV cameras photographed the play by direct transmission from the stage to the television picture tube. Then it was re-photographed from the tube by regular motion picture cameras."

Pierce is completing editing of the 90,000 feet of film down to a three-hour show in the two weeks allotted him. Further, the filming was done on 3,000 foot rolls instead of the conventional 1,000 feet, making for additional headaches in handling the footage.

"Normally an editor has from six months to a year to edit that much film," Pierce said. "They asked me to do it in a week. When I demurred, they relented and said I could have two."

Youngstein To Col. Talks

HOLLYWOOD—Producer Max E. Youngstein, now preparing a program of pictures for filming by his independent company for Columbia Pictures release, arrived here from New York for meetings with M. J. Frankovich, Columbia's first vice-president in charge of global production.

Youngstein was also to meet with Don McGuire, who has just completed the first draft of his screenplay for "A Cook For Mr. General," and with George J. W. Goodman, now preparing the screenplay for another Youngstein project, "The Green Beret."

How To Succeed With 50c Admissions

DETROIT — Last October, Woodrow R. Praught, president, United Detroit Theatres, initiated a drive to boost business, duly reported here. The techniques were tie-ins of restaurants, beauty parlors and other businesses, free coffee doughnuts, parking, a ladies' day Wednesdays with reduced admission prices, and flowers. Other exhibitors sat up, took notice and did likewise.

Nine months later the various operators reveal what the impact on business has been, and is. Says Praught: "The results have been tangible and gratifying."

The first Wednesday of "The Carpetbaggers" attracted over 3,000 women to the Michigan; 2,000 more attended "The Moonspinners" at the Madison. 5,000 additional customers has been the UDT weekly average since October.

William Brown, co-operator and manager of the Fox, reported similar results. He mentioned specifically "The Seven Faces of Dr. Lao," "Rhino" and "Flipper" which brought around 3,000 women each at the 50¢ performances. Wednesday patronage has doubled, with the Fox holding the 50¢ line all day, and not only for matinees as do the UDT houses.

The Fox has also gone in for special gimmicks. Elsewhere we have reported nearly 10,000 persons who tried to get into the Fox on a Saturday at 50¢ between 11:00 A.M. for an amateur music contest and the start of the first movie show following. 6,200 got in, and business held up the balance of the day at regular prices.

Similar success was reported by Adolph Goldberg, one of the operators of the Adams. He singled out the first Wednesday of "The Unsinkable Molly Brown" engagement last week. The first show was sold out to women, then enough tickets were sold to fill the second show, and the process repeated again. 4,000 women saw the first three shows.

On an annual basis (and no one is making any noise about discontinuing the practice) this means the downtown exhibitors are aggregating upwards of $400,000 in addition to regular business. Best of all, inculcating the habit has resulted in many more admissions at regular prices plus many more moppets than attended before.

General Cinema To ASE

NEW YORK—The American Stock Exchange admitted to listing and dealings 925,919 common shares of General Cinema Corporation, Boston, which operates motion picture theatres and bowling centers along the eastern seaboard and in the midwest, south, and southwest. Trading opened on 1700 shares at 13. The ticket symbol for the new issue is GCN.

General Cinema now operates 32 drive-in theatres, 20 suburban and resort theatres, 20 shopping center theatres, and 15 bowling centers. The company also runs cafeteria-style concessions at the drive-in locations; soft drink, popcorn, and candy stands at the indoor theatres; and snack bars, restaurants, and lounges at some of the bowling centers.

General Cinema reported a net income of $903,463 for the year ended Oct. 31, 1963, compared with $775,003 in fiscal 1962 and $740,892 in fiscal 1961. Net income for the six months ended April 30, 1964, totaled $135,135, against $81,188 in the 1963 first half.

Cal Arts To Host Disney Premiere

LOS ANGELES—The invitational world premiere of Walt Disney's "Mary Poppins" at Grauman's Chinese Theatre will be hosted by the California Institute of the Arts, it was announced here by Mrs. Richard Von Hagen, chairman of the board of trustees for the school.

"Marry Poppins," Disney's newest musical feature is based on the Mary Poppins books by P. L. Travers and stars Julie Andrews, Dick Van Dyke, David Tomlinson and Glynis Johns.

A unique film presentation by Walt Disney on "The Cal Arts Story" will also be screened, revealing publically for the first time the overall concept and objectives envisioned by the board of trustees and the way in which Cal Arts will complement the present cultural developments in the Los Angeles area.

This film also traces the history of Cal Arts, comprised of the Chouinard Art Institute and the former Los Angeles Conservatory of Music, from their inception through their development as cultural forces in Los Angeles to 1962, when they were merged to form the foundation for the California Institute of the Arts.

Disney's interest in Cal Arts stems from his long association with the arts and his close relationship with the Chouinard Art Institute. Disney sees in Cal Arts the realization of a dream in which he has long believed: a school that is organized to provide education centered on the strong interrelationships of the various arts; encouraging the natural interaction and their influences, one upon the other, of all the arts.

The gala event will mark the first premiere of a Disney production since "Snow White and the Seven Dwarfs" had its initial bow at Carthay Circle in 1937.

Teller New Col. Ad Mgr.

TELLER

NEW YORK—Ira Teller has been named advertising manager of Columbia Pictures it was announced by Robert S. Ferguson, Columbia vice-president. The appointment is effective immediately.

Teller, who joined Columbia a year ago, entered the motion picture industry as a writer in the pressbook department of 20th-Fox. In March, 1962, he joined Embassy Pictures as assistant to the ad manager and came to Columbia after 16 months at Embassy.

The new Columbia executive received his bachelor's degree in advertising from the City College of New York and holds a Master of Arts degree in English from New York University.

Productions Assoc. Named

LONDON—The European public relations firm, Productions Associates International, has been named English and Continental representatives of Blowitz, Thomas and Canton, of N. Y. and Hollywood.

Headed by Michael Baumohl, former Hollywood and European publicist, Productions Associates International has its headquarters in London.

UA Theatres Sues 'Cleo' Principals In Multi-Million Damages Action

NEW YORK—A suit was filed by United Artists Theatre Circuit, Inc. in the Federal District Court in San Francisco. The suit involves the Alexandria Theatre, San Francisco; the Rivoli Theatre, New York; the Penn Theatre, Pittsburgh; and the United Artists Theatre in Detroit.

The complaint alleges fraud, malice and breach of contract on the part of Twentieth Century-Fox Film Corp., Elizabeth Taylor and Richard Burton, respecting the picture "Cleopatra."

The complaint states that Fox deliberately misrepresented the quality of the picture and the acting when, in fact, it knew that both the picture and the acting were of inferior quality. It was claimed that Fox deliberately withheld crucial information concerning the picture until it received from United Artists $2,725,000 in advance rentals.

The complaint states that the script was written on a day-to-day basis while the picture was actually in production. The conduct of Elizabeth Taylor and Richard Burton, both during the filming and after the picture was sold, is well known to the public both here and abroad for the notoriety pertaining to their premarital escapades, it stated.

Fox refused to show the picture to United Artists before they bought it and required United Artists to rely on Fox's claims that it was one of the greatest motion pictures ever made. Once Fox had sold the picture to United Artists, the suit charges, it made no effort to curtail the flagrant actions of Taylor and Burton, which resulted in actually diminishing the box office potential of the picture.

United Artists claims that when Fox finally did file a suit in the District Court in New York to restrain the conduct of Burton and Taylor, it was too late to save the road show run from the disastrous results, but that Fox did file the suit only to protect the runs of the picture after the road show run for which it will not receive advance guarantees.

United Artists claims that Taylor and Burton owed it a duty to protect the exhibition of the picture by conducting themselves in such a manner as not to cause public condemnation of them.

The complaint seeks actual damages in an amount not yet computed, $500,000 per theatre for the loss of goodwill and prestige, and $1,000,000 for each theatre for exemplary damages.

300,000 Film Guides Run Off To Offset Detroit Strike

DETROIT—Allied Theatres of Michigan, Inc., announced that through the cooperation customary among all Detroit area theatre owners, Metropolitan Exhibitors of Detroit has printed 300,000 Movie Guides listing the program of every theatre for the coming week to help offset the potenially disastrous effects of the current newspaper strike on theatre business.

Frequent radio spots announced to the public that the Movie Guides can be obtained at any theatre. The Movie Guides will continue to be published weekly until the newspapers resume publication.

UA Saturates N. Y. With Ten Releases

NEW YORK—The Metropolitan Area is a United Artists summer festival for New Yorkers and World's Fair visitors, with 10 UA releases playing in more than 120 theatres in the five boroughs and the suburban communities. The film fare runs high on comedy but also includes melodrama and topical films.

Blake Edwards' free-wheeling comedy, "A Shot in the Dark," is a UA Premiere Showcase Presentation at 20 theatres including the Astor and Trans-Lux East, Manhattan, where it is continuing its record engagement.

Tony Richardson's Academy Award-winner, "Tom Jones," starring Albert Finney, is now at 23 theatres. The United Artists-Lopert release completed a record-breaking, unprecedented run at Cinema I.

"633 Squadron" starring Cliff Robertson and George Chakiris is now at 60 theatres in the New York area, following its run as a Premiere Showcase Presentation.

"That Man From Rio," the acclaimed comedy melodrama starring Jean-Paul Belmondo, is now in its sixth week at the Paris Theatre.

Other UA releases attracting attention in subsequent runs in the Greater New York area include "The Pink Panther," "The Best Man," "The World of Henry Orient," "Lilies of the Field," "For Those Who Think Young," and "From Russia With Love."

Col. Showmanship Prize

NEW YORK—The first prize for the outstanding manager's showmanship campaign for Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" has been awarded to William Kleneret, manager of Loew's Paradise, Bronx, Columbia Pictures, the film's distributor, has announced. Kleneret's top entry was awarded a cash prize equivalent to one week's salary.

Lightstone To Rome

NEW YORK—Leonard Lightstone, executive vice-president of Embassy Pictures, left New York for Rome for production conferences on the company's "Hercules" TV series and meetings with producer Carlo Ponti on Joseph E. Levine's "Casanova," for theatrical release.

Lessman Leaves Cinerama

NEW YORK—Gerhard Lessman, for the past two years vice-president in charge of research and development for Cinerama, has resigned from the company.

During his association with Cinerama, Lessman developed the single lens system used for such attractions as Stanley Kramer's "It's A Mad, Mad, Mad, Mad World," and Samuel Bronston's "Circus World."

Lessman, in announcing his retirement from Cinerama, asserted "I am vitally interested in the big screen and will confine my future efforts in that direction."

Prior to joining Cinerama, Lessman was identified with Bell & Howell, Chicago; Technicolor; and Victor Animatograph.

RKO Product Line-Up Announced; Special Merchandising Planned

NEW YORK—At a special merchandising meeting held for RKO Theatres' division managers, district managers and managers, Harry Mandel, president, and Matty Polon, vice-president, announced the line-up of motion picture product for the RKO Theatres in the metropolitan area for the rest of the summer and into early fall.

All pictures will play on a double-feature basis, and, according to Mandel: "At common sense prices."

The forthcoming line-up includes such diversified films as Joseph E. Levine's "Zulu," starring Stanley Baker and Jack Hawkins; "The Killers," starring Lee Marvin, Angie Dickinson and John Cassavetes; Alfred Hitchcock's "Marnie," starring Tippi Hedren and Sean Connery; Joshua Logan's "Ensign Pulver," starring Robert Walker, Burl Ives, and Walter Matthau; "Robin and the 7 Hoods," starring Frank Sinatra, Dean Martin and Sammy Davis, Jr.; Ross Hunter's "The Chalk Garden," starring Deborah Kerr, Hayley Mills and John Mills; Vittorio De Sica's "Yesterday, Today and Tomorrow," starring Sophia Loren and Marcello Mastroianni; and "A House Is Not A Home," based on Polly Adler's best-seller and starring Shelly Winters and Robert Taylor.

One of the highlights of the meeting was Polon's announcement that for every RKO Theatre, in addition to the enhanced advertising and exploitation campaigns, special merchandising campaigns for each attraction geared to the patronage of individual theatres will be instituted by the manager. Polon also said that prizes for the most imaginative advertising of films in each neighborhood will be awarded to RKO Managers.

Mandel concluded the meeting by stating that "Enthusiasm and promotion to back up good product has always been the backbone of the RKO Theatres business creed. And we hope to transfer the enthusiasm we have for this outstanding line-up of product to our patrons."

Graff To Color-Vision

BEVERLY HILLS—Richard B. Graff has been named a vice president of Theatre Color-Vision Corp., the closed circuit theatre television network subsidiary of National General Corp., announced Eugene V. Klein, NGC chairman and president.

Graff, who recently was appointed assistant to Irving H. Levin, NGC executive vice president and TC-V head, is active in all phases of NGC's various operations and interests with particular emphasis on the company's recent entry into motion picture production and closed circuit theatre television.

In his additional responsibility, Graff will work with Allen V. Martini, also a TC-V vice president and director of sports programming for theatre-TV, in setting up exhibition outlets for various sports events on a national and regional basis.

Prior to joining NGC last month, Graff was associated in various executive posts with Universal Pictures for over 18 years.

For the past year at Universal, Graff was assistant to vice president and general sales manager Henry "Hi" Martin.

Embassy And SPG Hold NLRB Sanctioned Election

NEW YORK—Agreement was reached in New York by Embassy Pictures Corp. and the Screen Publicists Guild to hold an NLRB election to determine union representation for a group of employees in the film company's advertising-publicity department, it was announced jointly by the Guild and Embassy.

The SPG is a local of District 65 of the AFL-CIO Retail, Wholesale and Department Store Union.

Crowds Swell Beatles Film Press Previews

NEW YORK—Tumultuous crowds of enthusiastic viewers jammed New York's Beacon Theatre here for three invitational press previews of "A Hard Day's Night," the Beatles' first film.

The three screenings were held for the critics and writers from national magazines, the trade press, daily newspapers, fan magazines and the wire services as well as radio and television commentators. Anticipating the exceptional want-to-see for this film, the members of the mass media were also invited to bring along a youngster-of-their-choice for the special showing.

Although the first screening was scheduled for 2:30 p.m., long lines began forming outside the Beacon long before noon. Likewise, the 6:00 p.m. and 8:30 p.m. showings also had long advance lines which stretched down Broadway, the full block along 74th Street and around the corner along Amsterdam Avenue to 75th Street.

"A Hard Day's Night," which is daily setting new house records in its World Premiere engagement at the Pavilion in London, will have a night of premieres at 20 United Artists Premiere Showcase theatres in the Greater New York area on Tuesday, August 11.

The next day, August 12, the eagerly-awaited film will begin its Premiere Showcase engagement throughout the Metropolitan area.

Technicolor Consolidates Worldwide Facilities

NEW YORK — Melvin Jacobs, president, Technicolor Corp., announced here that new moves are being made better to coordinate the activities and operations of Technicolor's worldwide facilities. Jacobs pointed out that new personnel promotions are necessitated by the continued expansion and growth of Technicolor's Motion Picture Division throughout the world.

In putting the new plan into effect, the following promotions were announced: Paul Fassnacht, formerly vice-president in charge of production, has been promoted to vice-president of Technicolor's international operations. Fassnacht is serving his 35th year with the company, having joined Technicolor in 1929.

A. P. (Al) Lofquist, Jr., presently plant manager of Technicolor Motion Picture Division, has been named as the new production manager of Technicolor Motion Picture Division and assistant to Fassnacht.

R. W. Bachmayer has been promoted from assistant plant manager to plant manager of the Motion Picture Division, Hollywood.

Edward E. Ettinger, executive vice-president, who has just returned from an extended inspection tour of all the Technicolor plants said, "This added emphasis on worldwide service is brought about because more and more studios and producers are realizing the importance of consistent high quality of release prints. It is impossible to obtain 'original negative quality' from a dupe negative and for this reason the demand for Technicolor's Dye-Transfer Matrix Processing System is growing at an accelerated rate. Technicolor is the only company that can offer release prints of original negative quality with complete color control for world distribution by delivering the negative to any one of the three Technicolor plants located in Hollywood, London and Rome."

"Iguana" Edition Hits Stands

NEW YORK—As part of a wide-ranging MGM-Seven Arts pre-selling campaign, New American Library placed the paperback edition of Tennessee Williams' "The Night of the Iguana" in bookstores throughout the country last week.

The first printing of the book is scheduled to be in excess of 250,000 copies. Previous novelizations of Tennessee Williams' plays have sold, to date, over 3,000,000 copies.

Seen at the recent New York premiere of Embassy's "Zulu" at the RKO Palace were (l to r) Leonard Lightstone, Embassy executive vice-president; Harry Mandel, RKO Theatres president; D. J. Edele, Embassy's general sales manager; star Stanley Baker; Paramount Pictures' president George Weltner; Paramount Film Distributing president Charles Boasberg; and Arthur M. Tolchin, Loew's Theatres executive.

IFIDA Hails Indie. Summer Successes

NEW YORK—In a statement issued here the Independent Film Importers & Distributors of America, Inc. (IFIDA) hailed the great success of new foreign and independent film fare during the summer season. The statement urges exhibitors to note the tremendous grossing capacities of the new product and to stop bemoaning any so-called product shortage. Michael F. Mayer, IFIDA's executive director, said in the statement, that "New York openings this spring and summer indicate the greatest season ever for foreign and independent films on American screens. In recent weeks "Las Tarantos" is reported as breaking house records at the East Side Cinema 2, while "Mafioso" is a smash hit at the Murray Hill and the Rialto. Long run successes well established in New York include such outstanding films as "The Organizer," "The Servant," "Yesterday, Today and Tomorrow" and "The Man From Bio," all of which are playing extended engagements. These films will soon be joined by a large volume of new and outstanding independent efforts which include "Seduced and Abandoned", and the American-made "One Potato, Two Potato." These references are not intended to be exclusive. It certainly looks like the greatest upbeat season in years for foreign and independent product."

Beatle Requests Swamp UA

NEW YORK—United Artists is being swamped with letters of inquiry from Beatles' fans eager to know where to buy tickets for the premieres of the moptops first film, "A Hard Day's Night," in the Greater New York area.

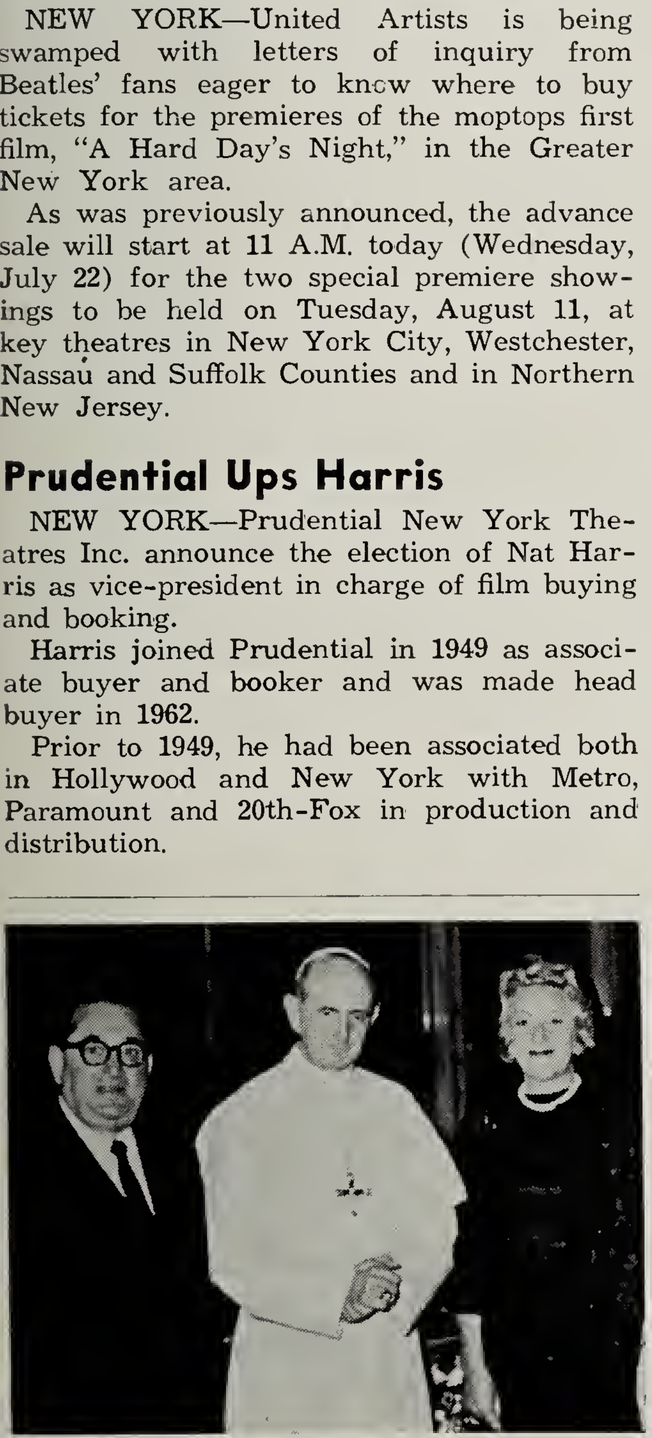
As was previously announced, the advance sale will start at 11 A.M. today (Wednesday, July 22) for the two special premiere showings to be held on Tuesday, August 11, at key theatres in New York City, Westchester, Nassau and Suffolk Counties and in Northern New Jersey.

Prudential Ups Harris

NEW YORK—Prudential New York Theatres Inc. announce the election of Nat Harris as vice-president in charge of film buying and booking.

Harris joined Prudential in 1949 as associate buyer and booker and was made head buyer in 1962.

Prior to 1949, he had been associated both in Hollywood and New York with Metro, Paramount and 20th-Fox in production and distribution.



His Holiness Pope Paul VI recently received Joseph E. Levine, Embassy Pictures president, and Mrs. Levine at a private audience at the Vatican.

The NEW YORK Scene

By Mel Konecoff

CINEMA V IS A NEW DISTRIBUTING COMPANY interested in furthering any picture that has merit to it and its young, energetic president, Don Rugoff, believed that good and inexpensive films can be made here instead of abroad. He would like to release about six pictures per year. Thus far, four are set—"Soft Skin," "The Cool World," "The Hours of Love" and "One Potato, Two Potato."

It was with the latter that the gathering at the 21 Club was concerned one day last week as Rugoff and his vice-president and general sales manager, Carl Peppercorn, introduced its director, Larry Peerce and its producer, Sam Weston.

250,000 dollars was spent on the making of the film that deals with a mixed marriage between a negro man and a white woman, who has a child by a previous husband. Thirty-four days were consummed in the shooting on location in a small Ohio town. The pair raised the money amongst friends and after they were finished, they couldn't get a release although the majors liked it. The subject matter was too hot.

They didn't know about Cinema V, so new was the organization, but Rugoff heard about the tremendous reaction the film received in showings abroad. He kept at Peppercorn to get the film and the latter had quite a job tracking it down, which he did at about the time that John Boulting in England saw it, liked it and bought it for world-wide distribution by Lion International before its showing at Cannes. Peppercorn bought the rights for the U. S. and the film has received acclaim and much publicity as an invited entry at the Cannes Film Festival.

Now, it's the present and we wondered about the distribution and playoff because it's not exactly a subject that will endear itself to the South, but Peppercorn felt that this is a time of change and perhaps even Dixie may be ready for it in the near future. Meanwhile, he will try to establish it in the first runs in the New York area, hoping for long runs, but also looking to open it in a few shorter run spots to take advantage of the summer trade. Other runs will follow in the fall—even one or two spots in the South. He intends to open Cinema V offices in 8 or 9 cities across the country with sub distributors handling elsewhere.

Producer Weston claims that the attitude of the majors still hasn't changed despite the success of such unorthodox films as "Lilies of the Field," "David and Lisa," etc. He opined that there are many young people around with marvelous ideas that can be turned into movies costing in the neighborhood of $200,000 in New York, but they still can't get to first base or the camera. He admitted not pushing too hard with the majors when the film was still in story form because they wanted to make the film as it was without pressures to change it. The result, Weston believed, is a great morale booster for other would-be film-makers. Weston and Peerse don't know what's next and will concentrate, for the present, on helping with the selling and promotion.

BITS AND PIECES: Director Peerce is the son of opera star Jan Peerce . . . Weston appears in a supporting role in the film and he's quite good in a realistic part . . . How did Cinema V come by its name? Rugoff owns the theatres known as Cinema I and Cinema II and he figured some day there may be Cinemas III and IV so he played it safe calling the company Cinema V. . . . Barbara Barrie, the star of the film, received a best actress award from the Cannes Film Festival for her work in the film. . . . Peppercorn showed up late because he had to do some emergency repair work on a broken heel on publicity gal Rene Furst's shoe. He's pretty handy with a paper clip and scotch tape as well as with a sales pitch. . . . The author of the book on the background of the filming of "Cleopatra," Nat Weiss and Jack Brodsky, are working on publicity for the film.

THE METROPOLITAN SCENE: That explosive bedlam of squeals and screams in and around the Beacon Theatre in upper midtown last week was due to the invitational press screenings of the Beatles first feature, "A Hard Day's Night" . . . MGM's ship, The Bounty, at the World's Fair, had 2500 windjammer sailors and their captains on board for awards for stimulating interest in sailing vessels . . . MGM hosted dinner at the Fair and a fashion show for the National Womans Press at the Hollywood Pavilion. It was all inspired by "The Unsinkable Molly Brown," which finally opened at the Radio City Music Hall, presumably to run the rest of the summer . . . In case you were wondering what Boris Karloff was supposed to be in "Black Sabbath," it was a Wurdalak, which we're informed is a male vampire who drinks the blood of the ones he loves. He gets indigestion from the blood of others . . . The Joe Ende Accounting Team won the UA Softball Championship and each member gets a newly sharpened pencil the better to keep figures with . . . Agent 007 has weapons on his car in the upcoming thriller "Goldfinger," which can slash the tires of other cars which get too close. Y'know, that could come in handy.

Boston "Fair Lady" Benefit

BOSTON—Michael Redstone, former chief barker, Variety Club of New England, will be chairman-in-charge-of-tickets for the benefit performance of "My Fair Lady" Friday evening, Oct. 30th, Saxon Theatre, Boston, it was announced by William S. Koster, executive director V.C. of New England.

Tickets will be available through the members of Variety Club and at the boxoffice, on a first come-first served basis.

Orchestra seats are $10.00 and balcony seats are $7.50.

Katz To PR Post

NEW YORK—James C. Katz will join Blowitz, Thomas, and Canton and will move to the company's west coast office. To accept his new position with the publicity and public relations firm, he will resign his current publicity post with United Artists.

In 1962, he became associated with United Artists in New York as a writer in the publicity department. He then became an assistant in the radio and television publicity department, later moving up to head syndicate publicity.

LONDON Observations

By Jock MacGregor

BOTH THE BRITISH FILM PRODUCERS ASSOCIATION and the Federation of British Film Makers are devoting much time to supporting programs. They are mainly concerned with how second features can be made economic and whether they should be replaced with shorts but are probably missing the real crux of the problem. The current headache facing distributors is finding the support which is acceptable to the circuit bookers. On several occasions recently I have been asked if I have any ideas, for the policy here has been for the same combo to play most bookings. This is showing signs of cracking as a result. "Chalk Garden" was teamed with various supports; Now "What a Way to Go" is paired with "Young Guns of Texas," where the latter film was not shown with "Marilyn," subtitled continentals where these are acceptable, and odd subjects which have not had full circuit releases. "The World of Henry Orient," which had a pretty rough handling in the press, goes out with a reissue of "Road to Hong Kong," in which Peter Sellers also has a small part. The serious situation is that at least 20 British supports representing an investment exceeding a million dollars have been on the shelf a long time as suitable couplings have not been arranged—and this number is increasing. There has got to be new thinking regarding the constitution and financing of the supporting program. A possible solution would be for the first feature producer to be responsible for providing the full program. The second would then be a charge on the first's budget. The producer would then allocate percentages accordingly and benefit from overseas sales. It is ironic that since most bookings here are on sliding scale percentage the theatre pays the same for a $300,000 as the multi-million dollar production that does comparative business.

THERE IS NEVER ANY DEPRESSION when Nat Cohen and Stuart Levy are around. When they hosted a reception in the Carlton Tower suite—you can't get a drink much higher in London—for the ebullient Peter Rogers and his direcor Gerry Thomas the spirits were high. They were celebrating this team's 21st picture in 7 years and the 10th in the series, "Carry on Cleo." While any connection with any epic released or moted will be purely coincidental the boys are already having fun with the handouts. While assuring us that they have no wish to change the course of history, they promise ancient Britons, vestal virgins, Roman slaves, the ides of March and gallons of asses milk—with a very meaty part for an asp to get its teeth into. The "Carry On" team, but not the Vestal Virgins (which I understand are proving hard to cast) were on hand. Peter refused to cut the impressive celebration cake; insisted on it being sent to a children's hospital.

AFTER THE TROUBLES in which it has been involved, no one will be surprised that British Lion's profits have dipped from $1,170,730 to $673,943 for the year ending March 31. A 15 per cent dividend is being proposed. The associated Shepperton Studios have dropped from $333,830 to $61,594. Chairman Sir Michael Balcon warned "Delay in the release of films made, allied to the general uncertainty as to the company's future resulting as it did inevitably in the deferment of production planning will, to some extent, be reflected in the activities of the company during the next 12 months. Positive planning on the production side is, however, now taking place, and we are in process of organizing an important program of films, which will be provided, not only by companies owning the controlling interest in British Lion Films (Holdings) Ltd., but also by other important independent production sources. It must be emphasized that the films now in the planning stage cannot be available until 1965 and to this extent, the lack of completed films will have a detrimental effect on the profits for the year to March 31, 1965." People wonder what would have been made by the company had not the National Film Finance Corporation exercised its option to buy out the directors last December.

EVERYONE HERE IS DELIGHTED that Jim Carreras is the first Briton to be selected Variety Clubs' International Chief Barker—it is a well earned honor—and that the '66 Convention will be in London. It will be nice to see our fellow barkers again. . . The Fed and BFPA cancelled their monthly press conferences for lack of hard facts to release. Through attending a preview I missed the Fed's message, turned up and was most courteously given a private conference by Lord Archibald and Andrew Filson. They had discussed many subjects without reaching firm decisions. The BFPA is reverting to the arrangement of having an honorary president and a paid director general. A committee is considering an appointment. Robert Clark will continue as honorary president.

THE TONY TENSER-MICHAEL KLINGER Compton Cameo group have come up with another well made exploitation picture in color, "London in the Raw." Conceived on "Mondo Cane" lines, it should make them many more friends. It inaugurates a policy of feature films at the Jacey Piccadilly News Theatre. . . . Pinewood Studios' Kip Herren is keeping his fingers crossed. If all proposed production materializes there will be no pre-Xmas recession this year. Some stages are firmly booked through to the New Year. . . . "Look at Life" may be a weekly series but executive producer George Grafton Green sees that most are individually launched with preview and full exploitation aids. After the "What's on the Roof" screening it was discovered that it was Rank Distributors private theatre projection chief Fred Swanton's 25th Wedding Anniversary—and that called for a celebration. . . . Leslie Faber and Hal E. Chester have formed Classic Films to acquire adventure spectaculars for physical distribution through British Lion. Already in release is "The Mongols." To follow: "Gunfight at Red Sands" and "Castle of Blood." . . . Kenneth Rive has concluded a unique deal whereby the British Film Institute will distribute Gala's product in 16mm. Meanwhile the very active Short Film Service complains that film societies pay more for a single booking than many cinemas do for a whole week. That's show business!

Carreras Back From U. S.; Outlines Variety Program

LONDON—On his return from the Buffalo VCI Convention, newly elected chief barker Col. James Carreras announced an initial 3 point program for the year—the fullest, most constructive help for struggling Tents; the institution of the closest working arrangements with the Will Rogers Hospital authorities; and a target of at least one Sunshine Coach for every Tent by the San Francisco convention.

The Chief Barker reported that while in New York, the British delegation—the largest ever to travel to America—were entertained by Columbia Pictures to lunch in the Boardroom. Great enthusiasm was expressed by their executives for the Sunshine Coach scheme as a public relations promotion since people across the country will regularly see the work of Variety.

Abe Schneider not only pledged a Columbia Sunshine Coach but offered the premiere of the important Richard Brooks production, "Lord Jim," starring Peter O'Toole, James Mason and Curt Jurgens to the New York Tent and hoped that those Columbia executives who are not Barkers would join.

On the following day, International Officer C. J. Latta entertained the Warner Brothers and Stanley Warner Corp. executives to lunch. Again great enthusiasm was revived in the work of Variety. Ben J. Kalmenson pledged the 100 per cent support of his company and promised to front a drive for his personnel to join Variety. A Sunshine Coach was guaranteed on behalf of Warners New York staff and Elliot Hyman who was at the lunch promised a further one.

Prince Philip, Duke of Edinburgh, a Life Barker, saw the handing over of the 19th and 20th British Sunshine Coaches before a special Savoy lunch which was among the best attended and most successful in the Tent's history and personally congratulated Carreras on his election. After hearing a progress report on Variety Club activities and achievements from C. J. Latta and irrelevant, leg pulling speeches from Barkers Kenneth More, Richard Attenborough, Bud Flanagan and Tommy Cooper (who once again insisted on the Duke helping with one of his mad conjuring tricks) HRH received checks for $75,600, expressed his admiration for VC endeavors and outlined how the money would be spent on his Duke of Edinburgh Award Scheme for encouraging enterprise and good citizenship among the young.

Lyon Aus. Tour Set

HOLLYWOOD—Sue Lyon will depart at end of August on a tour of Australian cities in connection with four charity premieres for MGM's "The Night of the Iguana," in which she co-stars with Richard Burton, Ava Gardner and Deborah Kerr.

Miss Lyon, accompanied by her husband Hampton Francher III, will start premiere circuit Sept. 9 in Sydney, continuing on to Brisbane Sept. 11, Melbourne on Sept. 17 and will complete her appearances in Adelaide the following night.

Thall Leaves Col. Post

NEW YORK—Jac Thall has resigned as advertising manager of Columbia Pictures to reactivate his own advertising service for film accounts.

ALBANY

This will be one of the exchange centers in which Warner Brothers will hold seminars for theatre managers and newspaper critics before the Sept. 23-24 screenings of Theatro's "Hamlet" presentation starring Richard Burton. Chiefs of selected houses showing the production are also having their names placed on mailing lists for periodic "idea" bulletins. The seminars to be addressed by home office and other company promotion specialists, will probably take place in hotels. Comprehensive, imaginative campaigns to sell Shakespeare in film houses are planned. . . . Area theatres and drive-ins reported above average business with current block-buster product such as Embassy-Paramount's "The Carpetbaggers"; MGM's "How The West Was Won"; 20th-Fox's "Cleopatra"; and United Artists' "It's A Mad, Mad, Mad, Mad World." The latter played the Hellman on a continuous performances, popular prices policy advertised as "exactly as shown in reserved seat showings." . . . Derigo Theatre Candy Sales, Inc., has been formed to conduct business in the Town of Cheektowaga, Erie County. . . . Colonial Theatres, Inc., to operate in Lynnbrook, Nassau County. . . . The local Paramount office is participating in the 27-week drive honoring George Weltner, recently elected company president.

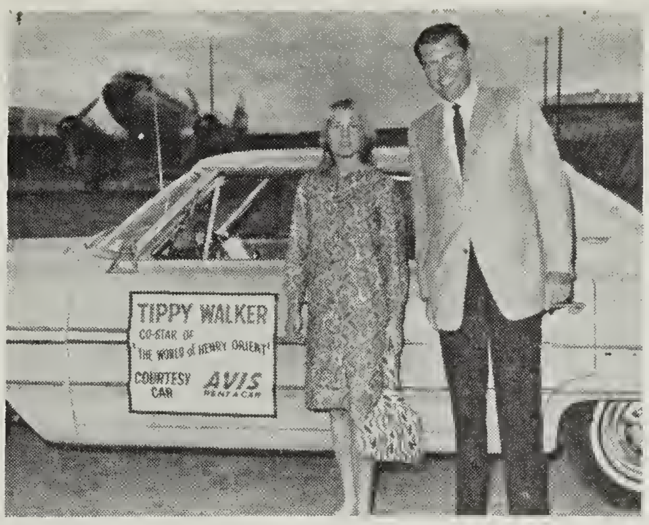
ATLANTA

Ruth Youngblood was named WOMPI of the Year and presented a silver engraved bowl at a recent meeting of the Charlotte WOMPI. . . . Reopening soon will be the Hamlet, Hamlet, N. C., which has been closed for several years. . . . Two more Film Row girls became brides. Betty Jean Mobry, Paramount, became the bride of Sam Schuler; and Betty Lynn Armstrong, of Universal, married Bobby Lindsey, of Dallas, Ga., where they will live. . . . Ken Smith, Universal publicist, is in a local hospital with a broken hip. . . . Jimmy Wilson's Southern Balloon Company has added the Advertising Balloon Company and Southern Enterprises to their endeavors. . . . Mayor Ralph Kelly, Chattanooga, Tenn., warned that nudist type pictures shown in drive-ins recently will lead to censorship unless their showing is stopped. . . . Olin Mack, 61, branch manager, 20th Century-Fox, Charlotte, N. C., died at his Charlotte home after an illness of several months.

BALTIMORE, MD.

Robert T. Marhenke, Cinema Film Exchange, long a foe of film censorship, took issue recently in the public press with Senator James A. Pine over the Senator's charge that movies advertise 'for adults only' as come-on ballyhoo to lure youngster audiences. Marhenke said, "As for theatres advertising 'adults only' to lure children in to see off-beat films, I feel Senator Pine is just talking through his hat. This statement should be resented by the motion picture exhibitors in this area." . . . Bricks from the recently torn down Ford's Theatre will be used to construct homes in Joppatowne, it was announced by the builder, who hopes to capture for the new community the unique charm characteristic of used brick mellowed by time and tradition.

BOSTON



Tippy Walker, who makes her debut in United Artists' "The World of Henry Orient", was greeted recently at the Denver airport by UA branch manager John Dobson during her personal appearance tour.

Film fans protests to television station WNAC-TV, Channel 7, here has resulted in the station's presenting all feature films with opening credits and titles intact. Previously film credits were shown by the station at the end of the presentation. Protestors said they felt they were "coming in in the middle of the picture." . . . The Patroit Ledger, Quincy, has a new assistant film reviewer, Thomas K. Morse of Forest Hills, N. Y., graduate of Columbia University. William Kirtz, former assistant film reviewer, has resigned to become Cape Cod correspondent. Morse will review first run films in Boston under film and drama editor, Borah Burman. Patroit Ledger was recent winner in the Boyd Martin film awards. . . . Edward Ruff, Ruff Film Associates, distributors of "The Silence" in New England, reporting on the "censorship" attempt in Braintree, Mass. against the film said: "We have played 'The Silence' in over 126 situations in New England, and there has never been a single complaint before. The picture has never been 'pulled' in any situation." The police chief of Braintree had stated that he had asked the owner of the drive-in where "The Silence" was playing to discontinue showing, and that "the next Tuesday a special children's show was held as scheduled and Wednesday the showing of the film in question was discontinued. It had been scheduled to run until Thursday," the police chief said. However, Julian Rifkin, head of Rifkin Drive-In Theatres, and owner of the drive-in which figured in the "censorship" controversy, said "the picture completed its scheduled run and at no time was a request to stop showing the picture agreed to. The picture was not pulled." The Boston Herald ran two editorials on the matter; the first one charging "censorship" to the police chief, and when the chief asserted that he was not induldging in "censorship," but simply doing his duty "under the law," the Herald blasted him in another editorial, headed: "By Any Other Name."

BUFFALO

Jack Sturm, manager, 20th-Fox branch, was the recepient of many congratulations after a presentation of the Fox line-up for fall through Christmas and well into 1965-66, in the screening room of the exchange. The presentation was a most impressive one and everyone attending was enthusastic over the company's ambitious program. Sturm introduced Sam Diamond, newly appointed eastern division manager, who spoke briefly. Luncheon was served following the presentation, which started at 10 A.M. . . . "The so-called motion picture extravaganza is not going to disappear," predicted Michael J. Frankovich, first vice president of Columbia, during his visit to Buffalo for the Variety International Clubs convention, "but you are going to find different thinking toward this kind of film," he continued. "I think the bad extravaganzas have no chance to survive," said Frankovich. "The good ones like 'The Greatest Story Ever Told,' 'Ben Hur' and 'Lawrence of Arabia' will always be with us. The most important thing is that the budget should be made for the film. When you spend $20 to $30 million for a picture, you are just out of your fool head—unless you have absolute assurance that the film is worth that kind of money." In charge of world production for Columbia since last January, Frankovich has been a steady traveler to all parts of the world. "I have to," he said. "That is the nature of motion picture production these days." . . . Donna Reed and her husband-producer, Tony Owen and daughter Penny, flew into Buffalo for a quick visit to the Variety International Clubs powwow. The star spoke before the convention and the family made its first visit to Niagara Falls. "This is our first visit to Buffalo as a family," said Donna. . . . The heyday of the theatre pipe organ is gone, but the American Theatre Organ Enthusiasts are reviving the sound of the instrument. The national convention of the organization was held recently in Buffalo. The organists made the rounds of area theatre organs, some now in homes and one at Skatehaven roller rink in Abbott Road. The instruments were played by professionals who started with the silent movies, including Jack Ward of New York city, who played at the Riviera theatre opening in Tonowanda 37 years ago. . . . Attorneys for 15 petitioners—who say their clients own "thousands" of food, soft drink and other vending machines—sought a Supreme Court stay in Buffalo on enforcement of a new city licensing ordinance. The vendors do not wish to disclose to the city the number of machines they have in operation, Attorney Charles P. McCabe, informed Justice Joseph A. Nevins. The legality of the law, passed in April, will be tested in an argument on its merits. The License Division has warned assessed in the interim for failure to obtain that fines up to $250 per machine could be licenses. Fees per machine range from $2

More
light
+
slower burn=
lower costs

NATIONAL
TRADE MARK

PROJECTOR
CARBONS

Attending a recent 20th Century-Fox new product meeting in Buffalo, N. Y., were (l to r) Charles Martine, Martine Circuit, Rochester and Albion; Jack Sturm, 20th-Fox Buffalo branch manager; Ben Bordonaro, Palace, Olean; Nino Bordonaro, Palace, Olean; and Sam Diamond, newly appointed 20th-Fox eastern division manager.

to $25. Pending the outcome of the court test, McCabe asserted, the vendors "feel that Buffalo has no right to know the number of machines." . . . The entertainment industry's 2nd Annual Golf Outing, sponsored by the Variety Club of Buffalo at Erie Downs Golf and Country Club, near Fort Erie, Ontario, Canada, will feature an 18-hole Handicap Tournament, a Hole-in-One Contest and a Driving Contest with trophies and prizes for each. There also will be swimming, cards and a steak dinner. This is a stag affair, but guests will be welcome. Those wishing to attend can obtain tickets from Tony Kolinski at his Warner Bros. Picture Dist. Corp. branch, 301 Corn Exchange, at 100 S. Elmwood Avenue or from the Variety Club's maitre d'hotel at the club's headquarters, 193 Delaware avenue. . . . "The old movies still entertain," says Ed Loomis, manager of the Kissing Bridge Lodge. The organ accompaniment adds to the realism of the presentation declares Loomis, who doubles as projectionist and has enjoyed watching the modern day audiences react to the comedy and the tragedies portrayed by the greatest of the silent movie days. Because of the good attendance at the Classic Movie Series, Loomis announces the addition of three more shows. Some of the silent movie enthusiasts travel 100 miles every week to Kissing Bridge.

CHARLOTTE

The Watts, the only motion picture house at Williamston, closed its doors July 3 as a result of the enactment and signing of the new Civil Rights Act, while the owner of the Webb, in downtown Gastonia, who once refused to sell tickets to Negroes, announced July 7 that he would remodel his house because desegregation worked smoothly under the new law. James W. Watts, the owner of the Watts posted a sign on the front of the building stating it was "forced to close because of unsettled conditions." Williamston has been the scene of a number of massive civil rights demonstrations in recent weeks, most of them led by white ministers from Massachusetts. At Gastonia, R. L. Baker, operator of the Webb, said he plans to spend $10,000 on remodeling the house. He said he decided to go ahead with the investment when there were no racial incidents under the new law at the theatre, which once had been picketed by civil rights advocates. Baker also owns the Center in Gastonia. . . . At Warrenton, the Warren lowered all racial barriers as a result of the new law, and George Robinson, manager, said all theatres in that area had integrated. Motion picture houses in most of the larger North Carolina cities quietly integrated some time ago.

CHICAGO

Vincent Price, actor, was here for conferences with his partner, Harry Sundheim, for their art projects. . . . Newly elected officers of midwest chapter of National Visual Association are Philip Prince, Sears Roebuck Co., president; Norman Lindquist, Fred Niles Studios, and James Whitmer, Abbott Co., vice-presidents; and Howard Jacobson, Curtis Company, treasurer. . . . Hillside theatre has begun a month-long celebration, commemorating its second anniversary. . . . Palace, under Wirtz Coston management, was completely overhauled and refurbished before the opening of the film, "The Unsinkable Molly Brown." Among the improvements were installation of 2,000 new seats, new carpeting, and more modern projection equipment. . . . Among those from Chicago who attended International Variety convention in Buffalo were Mr. and Mrs. Al Raymer, Mr. and Mrs. Vic Bernstein, Jean Schoenstadt, Charles Wolk, Mr. and Mrs. Jack Rose, and Mr. and Mrs. George Regan. . . . Mrs. Lee Kraft was named president of the Golden Age Club, which has over 2,000 members in this territory. Lake and Lamar theatres, Oak Park, Ill., admit the club's members at an admission charge of 50 cents. . . . Hugh Hefner and Benny Dunn, Playboy Clubs International, and Jack E. Silverman, Essaness Theatres, are new members of Variety Club Tent 26. . . . Variety Club has appointed Kermit Russell co-chairman of their Annual Golf Club Outing at Elmhurst Country Club on Aug. 21, replacing the late Howard Lubliner, whose recent death brought sadness to the Club. . . . Mike O'Donnell named assistant to Wally Heim, publicity director at United Artists. . . . Judge Julius Hoffman, U. S. District Court, postponed the Palace's "Cleopatra" case against 20th-Fox and Balaban and Katz to Oct. 19, due to the illness of Robert Mansell, Palace attorney. . . . Work began recently on foundation for Marina theatre. The house, when completed, will be under Marina Towers Co., owners of the twin Marina Apartment Towers on the north bank of the Chicago River. . . . Carroll Baker was here to boost the opening of "The Carpetbaggers" at the Chicago. . . . "Mary Poppins" opens to a benefit performance for the Chicago Youth Clubs at the State-Lake Oct. 14. . . . Barbara Balaban, daughter of the Harry Balabans of the theatre clan, was married to James Goldstein, Indianapolis. . . . Spiro J. Papas, NAC exhibit chairman, has announced that seven more firms have reserved nine booths at the Motion Picture and Concession Industries Trade Show Sept. 28-Oct. 1 at the Conrad Hilton Hotel. The latest firms to contract for exhibit space are Jinx Carmel Corn Co. of Chicago; K-Way Dispensing Equipment Co. of Cleveland; Mohr Industries of Brooklyn; Oriegena Pizza Crust Co. of New York City; Smithfield Ham and Products Co. of Smithfield, Va.; and Stanford Industries, Chicago. Exhibitors for the first time are K-Way, Mohr, and Smithfield. . . . Lamar, Essaness Circuit, Oak Park, Ill., has John Sullivan as its new manager.

CINCINNATI

E. B. Radcliffe, Enquirer movie critic, in a featured article in one of his columns last week, wrote that he was of the opinion that the unusually good list of Cincinnati's Fourth of July holiday first-run movie bookings was too explosive for the good of the industry and too rich a diet for patrons to consume all in one gulp—that "distributors might consider 'safe and sane' holiday bookings. In this holiday period," Radcliffe said, "distributors offer us a greater number of entertaining pictures in one week than they have offered over any six-week period you'd care to name. This feast or famine shoot-the-works type of first-run film bookings may be necessary competitively. But it is nonsense publicly and businesswise. It gives the public movie treats at a time when competitive recreation treats are strongest, most numerous. It blows up and burns up top movie product wastefully. It will lead to trying to sell re-issues and revivals a couple of weeks after the Fourth of July distribution fireworks." . . . Exploitation of films has many facets. One of the most interesting occurred with the opening of "The Pink Panther" at the Times, July 9. Concentrating on the color — a light magenta pink — the Times has showcased the "Pink Panther" by repainting the woodtrim outside the theatre, including the doors, the boxoffice and the marquee in the identifying color. The lobby drapes are in the "Panther pink" and the usherettes are dressed in "Panther Pink" costumes, especially designed for the duration of the film's run. At the Times' cocktail party given for the press, radio and TV personalities on the night before the preview, every detail from matches and lights to the flowers were in the "Panther pink." At the preview "pink panthers" were given as door prizes and each lady patron received a pink carnation as a memento of the occasion. The Times is in "Panther Pink" not only in its house but at the boxoffice.

COLUMBUS

"Good Neighbor Sam," inaugural feature at the new Northland theatre, will have a premiere under auspices of Columbus Dispatch Charities. Seats will be reserved at $3 each. . . . Wally Cox, film and television comedian, was in Columbus for scenes in a promotional 30-minute film being made by the Ohio Bell Telephone Co. in co-operation with the Ohio Department of Development.

the film, to be released this fall, depicts the development, resources and ability of Ohio to service industry. . . . RKO Grand will open its run of the Cinerama feature, "Circus World" in mid-August. . . . Ron Pataky, theatre editor of the Citizen-Journal, conducts reviews and interviews Monday through Friday at 8:30 a.m. and 6:10 p.m. over WTVN radio. . . . Ben Cowall, local promoter and owner of Central Ticket Office, entered Mt. Carmel Hospital for treatment. . . . Ed McGlone, RKO city manager, is expected to return to Columbus this week after several weeks spent at Will Rogers Hospital, where he underwent lung surgery.

DALLAS

Bernie Jacon, national sales director of Gorton Associates, was in to discuss "Panic Button" with exhibitors and bookers. Tex-State Pictures of Dallas, with Jack Walton in charge, is to handle distribution in this area. A saturation booking is expected in August. . . . A special children's price of $1 for "Circus World" at the Capri, previously only on week day performances, has been extended to include all performances. . . . Bob White, manager, Majestic, where "The Carpetbaggers" is current, revealed that the film made the biggest opening day hit yet on a non-holiday Thursday since 1953. . . . Rube Jackter, Columbia Pictures vice-president and general sales manager, is scheduled to pay another visit to Dallas to confer with field men about forthcoming product. . . . Gerald Haile was promoted from sales director to assistant manager at the Paramount film exchange. . . . The Major has switched to an art film policy. . . . Paul Mantee and his monkey, Mona, stars of "Robinson Crusoe on Mars" appeared here at multiple openings of the film. . . . Rosemary White was the installing officer at the Women of the Motion Picture Industry luncheon, at which Elsie Parish, of Rowley United Theatres, was installed as president. . . . Eddie Edmiston, publicist here for MGM for the past several years, has resigned to open an office in Oklahoma City. Tom Baldwin has been named to succeed Edmiston. . . . Fred Mullins has been named manager of Jersey Meagher's 183 D-I at nearby Irving, Tex. Mullins comes from Bryan, Tex., where he was city manager of the Farr Amusement Co. . . . Bill Slaughter, general manager, Rowley United Theatres, returned from a trip made to Corpus Christi, Tex., where he presented 30 year service pins to Jay Poindexter of the Centre, Boyd Smith of the Tower, and D. A. Brandon, of the Ritz, all projection booth operators, and manager Robert Chapman. . . . The first Beatles movie, "A Hard Day's Night," has been booked for an Aug. 6 opening at the Majestic with a possibility more theatres will be added to the schedule. The Beatles are scheduled for a personal appearance in Dallas. . . . The first 10 readers identifying six stars from the silent film era which appeared in a Sunday issue of the Dallas Times-Herald received a pair of tickets to see "The Unsinkable Molly Brown" plus a sound track album from the film. The contest, "From Footlights to Films", was conducted in conjunction with a display of a priceless collection of show business photographs in the lobby of the Majestic. The display was assembled under the direction of John Q. Adams, executive vice-president of Interstate Theatre, Dallas, with material from the Hoblitzelle Theatre Arts Library of the University of Texas. . . . A dozen eras were spanned by just one audience member at the recent premiere of "Circus World" at the Capri. He was Wallace Walthall, brother of Henry Walthall, who played the role of the "Little Colonel" in "Birth of a Nation." Wallace Walthall has the distribution rights to the film in this area and makes his home in Dallas.

DETROIT

The Fox-mounted Radio Station WCHB's annual "Tip-Top Talent Contest" at an 11:00 A.M. Saturday show, saw over 3,000 turned away from the 5,200 seat house. Sixteen acts were put on, with an aggregation calling themselves The Five Keys pronounced winners. When the house was cleared for presentation of the regular show, there were over 900 in line at the box office. Admission for the special was 50¢, with WCHB's share of the profits handed over for scholarships. . . . The bells are ringing for Josephine Smitz. She is Milton H. London's (executive director of National Allied) Girl Friday. Henceforth she will be known as Mrs. William Robertson.

HOUSTON

Donna Loren, seen on TV commercials as the Dr. Pepper Girl, was a visitor here. She appeared in "Muscle Beach Party" and its sequel, "Bikini Beach Party." . . . Plans for a third twin theatre to be built in Houston for the General Cinema Corp., of Boston have been announced by Richard A. Smith, president, and Mrs. Leota Meyer Hess of the Meyerland Co. Cinema I and II set for the Meyerland Plaza, will be built near the southwest corner of the 50 acre tract on which the regional shopping center is situated. At present there are no twin indoor theatres in operation in Texas, and Houston will be the first city to have three such theatres. Design for the twin is by William Riseman & Associates, Boston, and will be adopted and co-ordinated for Meyerland Company by Thompson McCleary, local architect. H. A. Lott Corp., will be the general contractor for the project at Meyerland Plaza as well as for those at the Gulfgate and Northline regional shopping centers. Smith said the Boston firm decided to build a twin theatre at Meyerland Plaza because of the flexibility of this type of motion picture showcase. "We will be in a position to show all types of pictures," he said. "We may have an art picture in one side and a Hollywood release in the other at the same time. Sometimes we may have the same picture in both sides at once and show the film on a staggered schedule." . . . Art Katzen, publicity director of the Interstate Theatres here notes that Houston's movie business is now at a two decade crest. He anticipates a record box office year. . . . Homer McCallon, manager, Loew's State, has a tentative booking for the Beatles new film, "A Hard Day's Night," slated to open on Aug. 19. . . . Frank Sinatra and Bing Crosby will be here for the opening of the second Champion's Golf Club by Jimmy Demaret and Jackie Burke sometime in October or November. Sinatra and Crosby will play in a foursome with four other stars for a benefit for the Saint Joseph's Hospital new wing.

JACKSONVILLE

"Show Biz," a local bowling league sponsored by WOMPI members, has suspended its meets for several weeks to assist exhibitors with their audience collections for Will Rogers Memorial Hospital and O'Donnell Research Laboratories. . . . Bill Means, Jacksonville Journal film writer, pointed out to his readers that the new first-run attraction at the downtown Imperial, "Stage to Thunder Rock," was produced by A. C. Lyles, a former Journal film writer, and that it has Wanda Hendrix, who began her acting career with the local Little Theatre, among its cast of stars. Judge May, Florida Times-Union screen editor, gave strong praise to two other first-run attractions. He termed Elvis Presley and Ann Margret, now at the Five Points in "Viva Las Vegas," as "one of the hottest combinations since the invention of the Fourth of July." . . . Marjorie Roberson, secretary to manager Bob Capps at MGM, left on vacation with her family. . . . Sarah Keller, Paramount booker and former WOMPI president, has resigned from Filmrow for the remainder of the summer. . . . J. D. "Woody" Woodard, Warner Bros. exploiteer from Atlanta, came in to map advance promotional campaigns on "Ensign Pulver" with independent and circuit exhibitors. . . . Howard Bunch, 20th-Fox booker, resigned. . . . Gordon Hubbard, Imperial projectionist, and Mrs. Hubbard drove to New York for a tour of the World's Fair. . . . Here at the MGM branch office for a few days were Herb Bennin, MGM district manager from Atlanta, and Lou Formato and Jay Eisenberg, MGM executives from the New York office.

KANSAS CITY

A fund of $15,000 was the goal of the benefit premiere of "The Unsinkable Molly Brown" at the Capri yesterday (July 14). A scale of $7.50-$25 per seat in the 1,200-seat theatre prevailed for benefit of the Y.M.C.A.'s Second Century capital fund. The theatre was donated as a gesture of civic cooperation by Durwood Theatres, which will play the picture on its regular run opening July 15 at the downtown Roxy, following "Carpetbaggers," which concludes an especially healthy engagement. Preliminary interest was sparked for the benefit by the recent tour of Harve Presnell in June. During his three days here, one of his whirlwind appearances was before a gathering of YMCA campaign captains. Stations KMBC-TV-AM-FM threw the full force of their promotional effort behind the event as a contribution to the Y campaign. The Kansas City Restaurant Association cooperated by giving a "gold miner's buffet" previous to the premiere, served in the KMBC-TV downstairs studio. After dinner, the patrons just walked upstairs to the Capri in the same building. In a brief stage presentation, several prizes were awarded, including a replica of the red dress worn by

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Seen at recent opening of the new Evergreen Theatres One and Two, Evergeen Park, Chicago, were Jack Eigen, NBC radio interviewer, left; actress Arlene Dahl; Chicago Daily News movie columnist Sam Lesner, center; and theatre owners Raymond Marks and Martin Rosenfield. Their conversation was taped and played later on a radio broadcast.

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Debbie Reynolds in the picture; an antique brass bed; a dinner for four from Maxim's, Paris, flown in by Pan American Airways, and served at Putsch's 210 Restaurant in the Plaza; a trip for two to Denver via Central Airlines; transistor radios, and others.

MIAMI, FLA.

Allan Johnson, Plaza, Hollywood, promoted the Gator Gunslinger Show to publicize "How The West Was Won." He had the film for the picture delivered by stagecoach, which was held up, and the sheriff came to the rescue as the bandits shot it out with the stagecoach delivery service! . . . Bob Brower, Palm Springs, Hialeah, promoted a 6-ft. rocket display in the window of a 5 & 10 store in his shopping center, to promote "Robinson Crusoe Goes To Mars." He also had a display on his parking lot for the picture. . . . Mary Lawrence, Sunset, South Miami, famous for her unique displays, had another one for "A Jolly Bad Fellow." She set up a one-sheet card and attached to it bottles of colored water with the tag line, "Name Your Own Poison, See "A Jolly Bad Fellow," etc. . . . Jack Mitchell, Wometco publicist, obtained 324" of ads, including a 160" color ad, from Jordan-Marsh Department Store, to publicize "What A Way To Go." Jordan-Marsh also had displays in 14 of their show windows and sponsored a fashion show including original gowns worn in the picture. A contest was held over radio station WINZ on the "What A Way To Go" theme, with a trip to Nassau for two on the S. S. Yarmouth. Colonial Pontiac also went in on the tie-in with the line in their ads, "What A Way To Go—Pontiac."

NEW HAVEN

Loew's has sold the downtown, first-run Loew's Poli, Springfield, Mass., to New York-based Jay Kay Corp., headed by Malcolm Kingsberg, for an undisclosed price. Charles P. Gaudino, theatre manager since 1953, will continue under the Kingsberg banner. New owner will call the 2000-seat theatre the Poli. . . . Redstone Theatres Inc., Boston anticipate a Labor Day opening for metropolitan Springfield's newest theatres, the Cinema 1 and Cinema 2, comprising a dual theatre complex, on Riverdale street in West Springfield, Mass. . . . Leonard Sampson and Robert Spodick, Nutmeg Theatre Circuit, are advertising, "Nutmeg Theatres Swing Into Summer!" listing major product for the Fine Arts, Westport; County Cinema, Fairfield; and Norwalk, Norwalk, in a composite layout. . . . James M. Totman, Stanley-Warner zone manager, met with S. H. Fabian, president, and home office executives in New York on product and other matters. . . . Brooks LeWitt, Berlin Drive-In, hosted a spectacular fireworks show on the theatre grounds the other night. . . . Industry veteran Edward P. Lord has reopened the long-shuttered Palace, Norwich, on lease from the Palace Theatre Corporation of that city. The theatre, formerly operated by Stanley-Warner, has a first-run policy. . . . Hector Frascadore, E. M. Loew's Farmington Drive-In, is now screening his main feature first on Wednesdays and Thursdays.

NEW ORLEANS

Indoor theatres recently closed were the Foley, Foley, Ala., operated by Ben Tisdale; the Osage, Plaquemine, La., owned by Sam Daigre; and the Cox, Pierre Part, La., run by Mrs. B. J. Cox. . . . Fannye Phillips, formerly with Monogram Southern Exchange, returned to Allied Artists exchange to take over for Elsie Bittle, who is on a couple weeks rest and pleasure leave. . . . Local WOMPI entertained the senior ladies at St. Anna's Home at a recent social. . . . Gulf States Theatres has assumed operation of A. L. Royal Theatres' Royal, Moss Point, Miss. . . . M. W. Hicks closed the Star, Leaksville, Miss., indefinitely. . . . Mrs. Louise Owens is the new payroll clerk at United Theatres home office. . . . Jack Dicharry, manager, Carver, is bedded at Hotel Dieux with a coronary condition suffered in United Theatres home office. . . . William Gehring, Jr., 20th-Fox district manager; and James Gillespie, district press representative and publicist, conducted a meeting with exhibitors and the local branch office on forthcoming product, followed by luncheon at Brennans Restaurant.

PHILADELPHIA

The Parkwood, Northeast Philadelphia's newest theatre, had its grand opening today (July 22). Located at Academy and Byberry Roads, it has 1400 seats, 35 and 70mm projection and stereophonic sound. . . . Bill Kanefsky, Community, Barclar Farm, Cherry Hill, N. J., got two nice breaks in the local newspaper on a fashion shop tie-up on "What A Way To Go" and on his continued children's activities. . . . Frank Pease is now managing Neil Hellman's Lawrence Drive-In, Trenton, N. J. . . . Benny Harris' grandson, Spencer Gorman, received a trophy signifying that he was a Larchmont Little League baseball all-star. . . . Jack Goldman, publicity director, George A. Hamid's Steel Pier, Atlantic City, N. J., is busy planning activities scheduled for Democratic Convention Week, including the headlining of Mickey Rooney and his own stage show.

SAN ANTONIO

Norman Schwartz, manager, Aztec, is presently Major Norman C. Schwartz on a two weeks active tour of duty with the Army Reserve at Fort Sam Houston in the city. . . . The Beatles' first feature-length motion picture, "A Hard Day's Night," will be shown here on Aug. 8, according to Tom Powers, city manager, Cinema Arts Theatres.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

SECTION TWO
Vol. 72 No. 2 JULY 22, 1964

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

ALLIED ARTISTS

Stop Train 349

DRAMA
95M.

Allied Artists
(Filmed Abroad)

ESTIMATE: Interesting topical drama.

CAST: Jose Ferrer, Sean Flynn, Nicole Courcel, Jess Hahn, Yoseph Yadin, Hans Joachim Schmiedel, Christiane Schmidtmer, Joy Aston, Art Brauss, Fred Dur. Directed by Rolf Haedrich. Presented by Ray Ventura and Hans Oppenheimer.

STORY: A sealed American train rolls through the night from Berlin towards the West with young Lt. Sean Flynn commanding. Aboard amongst a variety of passengers are newspaperman Jose Ferrer and Nurse Nicole Courcel. The latter spots a young East German clinging to the side after a brief stop, lets him in and hides him. Ferrer spots him and senses a big story. At the border the train is stopped and the Russians are aroused by the suspicions of an East German conductor. Flynn refuses to permit a search nor does he acknowledge there is a refugee aboard. The train awaits the arrival of a negotiating team from the American Army. They clear the way for the train to start when the refugee, Hans Joachim Schmiedel, disheartened by the conversations around him, makes a break now establishing that the Russians were right in their suspicions. Another move to roll the train and save face is swept aside when the news breaks in the Berlin papers. Orders come through from American headquarters to turn the man over and Flynn is forced to break a promise to him. He is handed over and the train is permitted to proceed.

X-RAY: Here is a topical drama that offers the viewer a seat on the tensions that exist in the battle to keep the lanes into Berlin open. This time, covered is the railroad that passes through East Berlin territory and what happens when an American military train is halted on suspicion of harboring a refugee from the East who would escape to freedom. Interest is maintained on high pretty much throughout although one or two scenes are slightly on the overly-dramatic side. Performances are authentic-seeming and the direction and production are good. It should make up okay as part of the show. The screenplay is by Victor Vicas based on a story by Will Tremper with the collaboration of Jim Henaghan.

AD LINES: "The Russians Stop A Military Train At The Berlin Border—What Happens Next Is Suspenseful Drama"; "An Incident Near Berlin Makes For Unusual Suspense."

AMERICAN INT.

Bikini Beach

COMEDY WITH MUSIC
100M.

American International
(Panavision, Pathecolor)

ESTIMATE: Best for teen tastes.

CAST: Frankie Avalon, Annette Funicello, Martha Hyer, Harvey Lembeck, Don Rickles, John Ashley, Jody McCrea, Candy Johnson, Danielle Aubry, Meredith MacRae, Delores Wells, Paul Smith, James Westerfield. Produced by James Nicholson and Samuel Arkoff. Co-Producer is Anthony Carras. Directed by William Asher.

STORY: Frankie Avalon and girl friend Annette Funicello and their friends arrive at Bikini Beach for a vacation and find that the British recording session "The Potato Bug" (also played by Frankie Avalon) has camped there as well, protected by a girl body guard, Danielle Aubry. The girls swoon and the guys gag and to add to their problems, newspaper publisher Keenan Wynn decries today's youth using a monkey to show how low they have fallen since the monkey can do everything they can and better. He would like to get them off the property so that he can build a community for senior citizens. British Avalon is a bug on drag racing and is willing to take on all comers. When Funicello shows interest in him, American Avalon wants to take up the car racing bit as well. The beach gang is also harassed by Harvey Lembeck and his motorcycle riding menaces. American Avalon borrows a car from proprietor Don Rickles to race British Avalon, and Lembeck wants to fix the British racer so that American Avalon and his friends will be blamed when something happens. He fixes the wrong car but American Avalon is saved by his rival and everyone takes off after Lembeck with a giant free-for-all the result. Meanwhile, Martha Hyer has persuaded Wynn to leave the kids alone and they have plans for a future together with all well between American Avalon and Funicello as well.

X-RAY: A nonsensical story line serves as a framework for youth to indulge in fun, surfing, romance, music, dancing and even drag strip racing and as a result it's an entry that should sit well with the teen set whereas their seniors will be a bit non-plussed and unenthusiastic for the most part. The cast performs adequately with Avalon taking on two roles. The production and direction are fair and the use of color is on the plus side. The screenplay is by William Asher, Leo Townsend and Robert Dillon. Ten songs are to be heard.

AD LINES: "The Brightest, Funniest Teen-Age Comedy In A Long, Long Time"; "Hold Onto Your Seat When You Come To See 'Bikini Beach.'"

EMBASSY

Cartouche

MELODRAMA
115 M.

Embassy
(CinemaScope:
Color)
(French-made
English Titles)

ESTIMATE: Okay adventure import for art spots.

CAST: Jean-Paul Belmondo, Claudia Cardinale, Odile Versois, Jess Hahn, Jean Rochefort, Noel Roquevert, Marcel Dalio, Philippe Lemaire, Jacques Charon, Lucien Raimbourg, Alain Dekock. Directed by Philippe De Broca. Associate producer is Georges Danciger.

STORY: Jean-Paul Belmondo is an expert thief in the Paris of the 18th century, who objects to the unfair treatment given him and the other thieves by gang head Marcel Dalio, who takes practically all they bring in and shares little. His opposition forces Dalio to order Belmondo's death and to escape them, he enlists in the French Army where he meets Jess Hahn and Jean Rochefort, who later become his trusted lieutenants after they leave the Army suddenly after stealing the Army payroll. In their flight, they free pickpocket Claudia Cardinale from the police and they become lovers. Belmondo bests Dalio in an encounter and takes over as head of the gang decreeing a new regime where greater shares go to the gang members and where they concentrate on robbing the rich, giving to the poor and bettering themselves. He is thorn in the side of police chief Philippe Lemaire with whom he had a run in years prior, and Belmondo also becomes obsessed with Ogile Versois, Lemaire's wife. The latter is flattered and impressed but refuses to meet him in an out-of-the-way rendezvous but the proposal is overheard by others and an army of police are waiting. Cardinale persuades the others to try and free him and she is killed in the meleee that follows. A disillusioned Belmondo pledges to avenge her through continued outlawry.

X-RAY: Jean-Paul Belmondo plays a French Robin Hood of sorts and with variations and the result is moderately interesting, perhaps, because it's on the long side. Shortening the import might have improved its pace. There is quite a bit of action which should please many and the acting, direction and production are adequate. The use of color and the wide screen is of added value and mayhaps art house audiences may get a charge out of the proceedings. Daniel Boulanger, Philippe De Broca and Charles Spaak get credit for the screenplay.

AD LINES: "He Robbed The Rich To Help The Poor And Himself"; "He Loves Money, Jewels, Adventure And Women, Women, Women."

UNITED ARTISTS

A Hard Day's Night

UA

Comedy with music
85 M.

(English-made)

Estimate: Teen business should be very strong.

Cast: John Lennon, Paul McCartney, George Harrison, Ringo Starr, Wilfrid Brambell, Norman Rossington, Victor Spinetti, John Junkin, Derek Guyler, Anna Qualye. Produced by Walter Shenson. Directed by Richad Lester.

Story: The Beatles, Paul McCartney, John Lennon, George Harrison and Ringo Starr, go from one engagement to another always on the run to escape from admiring hordes of females. McCartney is forced to take along his grandfather Wilfred Brambell for a while to keep an eye on him and the old man complicates their otherwise complicated existence by having his own ideas on food, females and fun and they are hard-pressed to keep him in tow. They are all watched over by road manager Norm Rossington and associate John Junkin. They go through shows, press conferences, rehearsals with very little personal freedom although they do try. While waiting for a television show to come off Branbell persaudes Starr to strike out for some personal freedom and the lad wanders here and there incognito as the show's director goes through all kinds of torture wondering if he will show up in time. Through a series of misunderstandings, Starr winds up in the police station where he is found by Branbell, who informs the others and they get him out and back to the studio in the nick of ime. A medley of Beatle tunes follows.

X-Ray: American audiences will be hard put to follow not only the story line but the dialogue as well, which is loaded with British accents, "beatleisms" and expressions that may be best understood in the British Isles. Of course, when the quartet gives out musically, the understanding will be that much easier at least on the part of the teen agers, who will no doubt go out of their way to catch their idols in theatres everywhere. A bit more care in the making technically would have resulted in a better film but if this is what the youngsters want, they'll be willing to pay for it, which should warm cockles of exhibitor hearts. Alun Owen gets credit for the screenplay. The acting, direction and production are fair.

Ad Lines: "Everybody's Got Beatlemania. The Only Cure Is To Spend 36 Hours With The Beatles In Their First Film;" "The First of The Beatles—An Experience Not To Be Missed."

MISCELLANEOUS

Escape From Hell Island

Crown International
(Wide screen)

Melodrama
80M.

Estimate: Programmer has action, suspense.

Cast: Mark Stevens, Jack Donner, Linda Scott, David Aldrich, Louis Oquendo, Russell Smith, Jr., Mercedes Marlowe, Jack Clark. Produced by T. L. P. Swicegood; directed by Mark Stevens.

Story: Charterboat captain Mark Stevens is talked into making an illegal Cuban run to smuggle Linda Scott out of the country. Stevens is spotted by Castro militiamen while drifting offshore awaiting his refugee cargo. Scott, her husband Jack Donner, and other refugees make it out to the boat, but gunfire from the shore cuts down the last man in the party before they get underway. A patrol boat gives chase and Stevens' crewman, David Aldrich is seriously wounded. Stevens' trip comes to the attention of the authorities when he calls for a U. S. helicopter to pick up the wounded Aldrich. As a result of the gunbattle his boat is impounded and his license is revoked. Back in Key West, Stevens' romantic interest in Scott provokes her psychotic husband. Donner learns that Stevens is planning a cruise on his sailing sloop until his charter fishing license is restored, and agrees to grant Scott a divorce if the captain will take him to Bermuda where he claims to have a sister. Scott talks him into the deal, maintaining that her husband's refugee status blocks his chances of getting a passport. Stevens agrees, but while at sea, Donner knocks him overboard hoping he will drown or be killed by sharks. Donner, however, is unable to get the craft underway. Stevens is prevented from coming aboard by the crazed Donner, who lashes at him with a boathook. After hours of circling the boat, Stevens manages to board. Donner stabs him in the shoulder, but Stevens' thrust is fatal. Rid of his antagonist, Stevens proceeds to the islands.

X-Ray: This screen adaptation of Robert Sheckley's "The Man In The Water" has the Stevens name and sufficient action to recommend it. Steven's performance as the strong, silent skipper is competent, however the performance by Donner as the goaded, cowardly psychopath lacks credibility. Linda Scott's first screen appearance, as the comely, fearful wife of Donner, is passable, which is more than can be said for the script. Political spiteballs such as Scott's revelation that her husband offered her favors to Raoul Castro to keep out of prison, and the remarks about conditions in Cuba may give the film added appeal in Cuban refugee areas, but glare as only cornball propaganda can. Location and photography on this first effort of Key West Films, Inc. are okay, as are most of the supporting members of the cast.

Ad Lines: "Fleeing From Terror . . . Fighting For Survival"; "A Most Dangerous Mission Against Almost Impossible Odds."

One Potato, Two Potato

Drama
92M.

Cinema V Distributing Inc.

Estimate: Well-made topical drama based on racial inter-marriage.

Cast: Barbara Barrie, Bernie Hamilton, Richard Mulligan, Harry Bellaver, Marti Mericka, Robert Earle Jones, Vinette Carroll, Sam Weston, Faith Burwell, Jack Stamberger, Michael Shane. Produced by Sam Weston. Directed by Larry Peerce.

Story: Barbara Barrie, divorced from her husband, Richard Mulligan, who has gone abroad, struggles alone to raise their daughter Marti Mericka in a smallish community. Through her co-workers at a local plant, Faith Burwell and Sam Weston, she meets negro Bernie Hamilton, who works in the office of the plant. They accidentally meet at the movies and become friends going out together and falling in love. After the wedding of Burwell and Weston, they decide to get married despite opposition from his father Robert Earle Jones who foresees only trouble ahead. He refuses to accept Barrie until their child is born after which he relents. After several years of a contented marriage, Mulligan appears and when he learns that Barrie is married to a negro, he institutes court proceedings for the sole custody of Mericka. Hamilton refuses to leave the state preferring to stay and fight. Judge Harry Bellaver notes that Mericka is well and happy and that her home life is almost ideal, but he is forced to take the color line into consideration because society does and in the interests of the child's future, he turns her over to Mulligan. The parting is hard on all concerned.

X-Ray: Integration is a way of the times and while this film touches on the changes in the structure of society, it dwells in the main on a marriage between a negro and a white woman not skipping over the touches usually found in this situation. They are shown kissing, having a child, etc. and this will by custom limit the playoff in certain sections of the country. Elsewhere, the entry will be viewed and talked about and become a subject of possible controversy with, perhaps, unusual results at the boxoffice. It is enhanced by some fine performances by the cast, most realistic in nature, and the direction and production are superior. The screenplay is by Raphael Hayes and Orville H. Hampton.

Ad Lines: "An Outstanding Drama With A Most Unusual Theme"; "The Film Everyone Is Talking About."

3 Nuts In Search Of A Bolt

Harlequin International
(Partly in color)

Comedy
80M.

Estimate: Fair comedy should be exploitation natural with its nudie, sexy angles.

Cast: Mamie Van Doren, Tommy Noonan, Ziva Rodann, Paul Gilbert, John Cronin, Peter Howard, T. C. Jones, Charles Irving. Written and produced by Tommy Noonan and Ian McGlashan; directed by Tommy Noonan.

Story: Ex-stripper Mamie Van Doren, an exhibitionist; salesman Paul Gilbert, a chronic drunk without a conscience; and John Cronin, health faddist who hates dominating women; can not afford a psychiatrist so they hire unemployed actor Tommy Noonan to act in their stead. The idea is to pool their neuroses which Noonan will relate to the doctor and return with the analysis. The doctor, Ziva Rodann, believes as Noonan relates the mannerism of each "nut," that she has uncovered a three-pronged split personality; and sets up a closed circuit telecast with leading psychiatrists. Through a mechanical fluke, the telecast is channelled in on regular TV programs. Rodann becomes famous and Hollywood producer Charles Irving buys the screen rights for a small fortune. Another doctor, Peter Howard, discovers the hoax and blackmails Rodann. Noonan admits the fake; but Irving says the story is better than before. With the experience learned on Rodann's coach, Noonan has settled the problems of Gilbert and Cronin and for Van Doren recommends that she find a good guy and marry him—someone, for example, who resembles himself.

X-Ray: This screwy comedy sounds funnier than it unfolds; but it has been given an okay production and good performances, particularly by Noonan and the sexy Van Doren, who cavorts in a bikini for the most part and whose featured sequence is a beer bath. The whole thing has a sophisticated sheen on the order of Playboy Magazine, in which it has received valuable advance build-up. Despite its several nudie sequences, there is nothing out and out objectionable to the film, and for adults in exploitation houses it should fill the bill although it is relatively mild along sensational or nudie film lines. Several sequences are in color and there is one song, "I Used To Be A Stripper On Main; Now I'm The Main Attraction On The Strip" nicely delivered by Van Doren.

Ad Lines: "A Zany Comedy Of Freudian Tomfoolery"; "It's Fun To Lose Your Head And Your Problems In The Screwiest Comedy Of The Year."

ALPHABETICAL GUIDE *(Continued from page 5192)*

Sound of Trumpets, The—90m.—For. 5107
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FOREIGN

Nothing But The Best

Royal Films International
(English-Made)
(Color)

Comedy
99M.

Estimate: Fun for the art set.

Cast: Alan Bates, Denholm Elliott, Harry Andrews, Millicent Martin, Pauline Delany, Godfrey Quigley, Alison Legatt, Lucinda Curtis Nigel Stock, James Villiers, Drewe Henley. Produced by David Deutsch. Directed by Clive Donner.

Story: Alan Bates works for a real estate firm headed by Harry Andrews and Bates is ambitious to the point where he is determined to use everything and everybody to get ahead. One day he comes across Denholm Elliott, who used to work for the same firm, but who was sent packing due to a number of irregularities. Seeing that Elliott could use some aid, Bates offers to let him share his room if he will guide and tutor him on how to get ahead into the upper strata of the business and social population. He learns about clothes, foods, speech, etc. and the amorous landlady, Pauline Delany, volunteers not to tell the owners in return for a bit more affection and an increase in the nightly visitations. He knifes his way upwards noticed by Andrews and his beautiful daughter, Millicent Martin, who is attracted to him. Besides liking her, he sees in Martin a way to get to the top. Realizing that Elliott has no more to offer and when he wants to move on and take along his monthly allowance, Bates strangles him and hides the body in a trunk, which goes into the cellar. Martin accepts his proposal of marriage and a large wedding is planned to which Martin's black sheep brother, Elliott, is also invited. His belongings have been traced and have been removed to the house including the trunk. When the latter is opened, the body is missing and Delany has cemented same in the cellar in return for a greater increase in his nightly visits to her. Back from his honeymoon, he receives a letter from Delaney warning him that all is lost and she has already left for abroad. At his old house, a housing project is in the works and the body is discovered. It's not immediately apparent whether Bates will be brought to justice or whether the missing Delany is to be blamed.

X-Ray: Here is a drawing room comedy that also takes in the bedroom, the board room and there's even room for murder. A cute as well as handy gimmick may be to ready and hand out a glossary of terms in the film that will not be readily understood as some of the expressions are strictly British. The intent is humorous and its execution is deft and able and art house devotees should find the proceedings entertaining. The cast is good with Alan Bates especially charming in the lead. The direction and production are efficient and the whole is aided by the use of color. The screenplay is by Frederic Raphael based on a short story by Stanley Ellin.

Ad Lines: "Murder Can Be Fun"; "An Excursion Into Fun."

Seduced and Abandoned

Comedy drama
118 M.

Continental Distributing
(Italian-made:
English Titles)

Estimate: Good import.

Cast: Saro Urzi, Lina La Galla, Stefania Sandrelli, Lando Buzzanca, Paolo Biggio, Roberta Narbonne, Umberto Spadaro, Rocco D'Assunta, Lola Braccini, Aldo Puglisi, Leopoldo Trieste, Oreste Palella, Gustavo D'Arpe. Produced by Franco Cristaldi. Directed by Pietre Germi. Executive producer is Antonio Musu.

Story: In a small Sicilian town during the siesta hour in the household of Saro Urzi everyone is asleep except 15 year old Stefania Sandrelli, who is seduced by Aldo Puglisi, the fiance of her sister Paolo Biggio. The girl is moody after the escapade and when the mother finds an incriminating fragment of an accusing letter, Urzi becomes frantic and has her examined by an out-of-town midwife, who confirms his suspicions. Also revealed is that she is pregnant as well. While she refuses to reveal the name of the man, Urzi correctly guesses it was Puglisi and he goes to his parents, who are shocked and agree that he should break his engagement to Biggio and marry Sandrelli. Urzi arranges for destitute baron Leopoldo Trieste to meet and court Biggio. Puglisi objects because he would be marrying a dishonored woman even though he was the seducer, and he goes into hiding out of town. To avenge the desertion and get away with the minimum punishment, Sandrelli's brother Lando Buzzanca is ordered to find and kill Puglisi; but Sandrelli tips the police which prevent the killing much to Buzzanca's relief. The affair results in a court hearing with Puglisi jailed. Only a marriage can extracate him from the predicament but Urzi wants to have everyone know that the marriage is one that is wanted by Puglisi and his family and he makes them beg in public. A kidnapping attempt is also arranged and all wind up before the judge where Puglisi requests the marriage to take place, but Sandrelli is reluctant. Word leaks out that Urzi arranged the kidnapping and the family is ridiculed which brings on a heart attack for Urzi. Sandrelli realizes that the marriage must take place and agrees. Urzi, on his deathbed, refuses to die until the cermony starts and asks his cousin to hide the news of his death until after the wedding so that the forthcoming child will not be dishonored by another delay.

X-Ray: Family life in Sicily get a working over in this look at sex, honor and the workings of the code of behavior and misbehavior and the result is oft-times funny and a bit tragic at the conclusion. Interest is well maintained throughout although the running time is a bit on the long side. Art house audiences should find the proceedings enjoyable and entertaining for the most part. It is aided by good performances and strong direction as well as fine production values. The screenplay is by Pietro Germi, Luciano Vincenzoni, Agexand Scarpelli.

Ad Lines: "The Lowdown On Sex In Sicily Or The Italian Version of the Shotgun Wedding"; "He Wanted To Play And Run; She Wanted Him To Play And Stay."

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MOTION PICTURE EXHIBITOR plus SHOWMEN'S TRADE REVIEW

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

JULY 22, 1964 SECTION THREE
Vol. 72 No. 2

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

UA's National Campaign For Beatles' First Film

United Artists has launched an all-media, national two-month promotional campaign for The Beatles' first feature film, "A Hard Day's Night" that is unique in the movie industry. It has been designed to sell tickets in advance for a continuous run release considerably ahead of the opening of the film. The coast-to-coast drive is now underway, although "A Hard Day's Night" will not bow in the United States and Canada until August with special premiere performances, immediately followed by the regular engagements.

In all areas advance tickets for these August gala premieres will go on sale during the third week of July. In many of these situations each ticket holder will be guaranteed a seat for the special performances.

Taking a cue from the campaign used so effectively to achieve a boxoffice coup in Toronto, United Artists and the participating exhibitors around the country have developed hard-hitting promotional offensives in every territory where "A Hard Day's Night' has been booked.

On June 13 movie history was made in Toronto with the complete sell-out within 90 minutes of more than 3000 advance sale tickets for the premieres at four theatres where these galas will be held on August 11th.

The promotion tools include special radio, television, press and exploitation material tailored for the film and the fantastic popularity of the Beatles.

The local campaigns have been kicking-off with barrages of promotional spot announcements and the intensive play of Beatles' records over a select group of radio stations identified with rock and roll music. One of the key items in this end of the promotion is the recently-released United Artists Records Original Soundtrack Album from "A Hard Day's Night." The disk already is tagged as one of the best-selling Beatles records, and is in wide demand by disk jockeys.

At the same time promotional tie-ups are being arranged with many of these radio stations, which will sponsor contests pegged to the premieres of The Beatles' movie. Audience participation is being stimulated by offers of such prizes as premiere tickets and copies of Beatles' records, especially the Original Soundtrack album.

The enthusiasm of radio disk jockeys for this promotion is underscored by their offers to serve as cashiers at the theatre boxoffices for the advance ticket sales. The deejays also plan to cover the line-up of Beatles' fans waiting to buy premiere tickets outside the

(*Continued on Page* EX-602)

Opening Of FST's New Suniland Benefits From Long Range Publicity

Extensive promotional and exploitational activity marked the recent opening of Florida State Theatres' new Suniland Theatre, the first new theatre built by Florida's oldest and largest amusement company in Dade County in nearly 25 years and the first authorized since the consent decree. South Miami Hospital Auxiliary sponsored the opening, with proceeds from the benefit being used to augment the emergency room facilities at the only modern hospital in the rapidly-growing area south of Metropolitan Miami where the Suniland is strategically located at the intersection of U. S. #1 and S.W. 120th Street, one mile south of the Palmetto Expressway, in the Suniland Shopping Center, where it is easily accesible from every area of Dade County.

Columbia's "Good Neighbor Sam" was the inaugural attraction. The first ticket sold for regular performances was purchased by Michael Stein, grandson of Harry Botwick, Southeastern Regional Supervisor for Florida State Theatres. Initial publicity started in November, 1963, with stories and pictures of

(*Continued on Page* EX-604)

Harry Botwick, southeastern regional supervisor, Florida State Theatres, is seen assisting Mrs. Johnny Cotton cut the ribbon to mark the opening of FST's new Suniland, Miami, Fla. Mrs. Cotton represented the South Miami Hospital Auxiliary, which sponsored the opening benefit. Looking on is FST vice-president and general counsel, LaMar Sarra; and Metropolitan Dade County Mayor Chuck Hall and County Commissioner Lew Whitworth.

FOX CELEBRATES XMAS EARLY

Twentieth Century-Fox will celebrate Christmas in July by sending Xmas trees to 450 key exhibitors in the U. S. and Canada as a reminder that the company will release two outstanding productions, "Goodbye Charlie" and "John Goldfarb, Please Come Home," during the holiday season.

The trees, decorated with tinsel and artificial candy canes, are hung with Christmas balls bearing the titles of the two 20th-Fox comedies.

Pocket Book On "Sex"

The Pocket Book edition of Helen Gurley Brown's "Sex and the Single Girl," which Warner Bros. is bringing to the motion picture screen, has gone into its fifth printing since publication in February this year.

British Activities

by Jock MacGregor

An attendant in a "Pink Panther" outfit standing up in a Fiat 500 with the sunshine roof open and covered with posters plugging the booking made an arresting street stunt when G. J. V. Crane, of the Odeon, Norwich, played the Peter Sellers comedy. The tour took one-and one-half hours and was carried through twice. The Pantherman also mingled with the football fans attending a big league match. He is a strong believer in the sandwich-board man and claims that once again a tour of the town centre during the lunch hour added punch to the publicity that had gone before. One thousand overprinted bags were used by grocers and a supermarket. Crane is a big believer in newspaper and poster advertising and spent 63 per cent of his budget on this media. He took 20 additional poster sites.

P. G. Browne, of the London general release theatre—the Odeon, Edgware Road, eyed with envy the Trans World Airlines display of models and cutouts at the Carlton for the British premiere of "Take Her, She's Mine." He approached 20th-Fox and after much persuasion was loaned the complete display, but what gave him greatest pleasure was when the President of the Airline in London called with his wife to see the display, saw the show and promised any cooperation that might be needed in the future.

A porridge eating contest with a year's supply of Quaker Oats for the winner and guest tickets for the first 12 entrants was offered by L. J. Kershaw when he played "The Long Ships" at the Odeon, Camberwell, South London. The 15 year old winner knocked back eight bowls in eight minutes and afterwards was reported in a front page story as murmuring "I don't think I could ever touch porridge again." Photographic evidence show that eye catching cards and framed inserts were prominently sited in no less than 16 class stores in the neighborhood.

The value of a manager being a local celebrity was brought home when A. M. Donaldson, of the Gaumont, Greenock, Scotland, on his night off attended the annual dinner dance of the Celtic Football Club Supporters Club. During the evening the bandleader announced: "Ladies and gentlemen, I see we have Mr. Donaldson of the Gaumont with us tonight. In his honor our next number will be 'Tonight,' that lovely number from 'West Side Story' showing at the Gaumont next week."

Playing the Compton Cameo exploitation picture "The Yellow Teddybears" which deals with promiscuity in a girl's school, J. D. Habershon, assistant manager, Gaumont, Chesterfield, decided in his campaign that he would treat the film as documentary and took the greatest care to get the right publicity. His first step was to contact the headmistress of the girl's high school and arrange for an organised party to attend the film and an ensuing discussion. Details were posted on the school notice board and over 100 girls signified their desire to be present. Unfortunately the press, over keen to get a story about the girls' enthusiasm, pestered the headmistress and she being scared of getting adverse publicity withdrew. The senior mistress of another high school, however, arranged for eight prefects to attend. Altogether 50 people including four clergymen, welfare workers, youth club leaders, etc., under the chairmanship of Habershon joined in a highly illuminating discussion which lasted three hours. TV coverage was arranged and the press turned out in force. There were long lines outside the theatre for the rest of the week.

THE
UNSINKABLE MOLLY BRO

These armed guards prevented others from "striking it rich" when the Hollywood Egyptian put $500,000 worth of gold nuggets on display in the lobby to plug MGM's "The Unsinkable Molly Brown". No doubt, the nuggets were taken from the Little Johnny Mine, Leadville, Colo., the launching pad of Molly Brown's meteoric career.

BEATLES *(Continued from Page EX-601)*

principal theatres.

These interviews will be taped and broadcast along with openend interviews, Beatletalk chatter items, and biographical and production background material contained in a special information kit prepared for a "A Hard Day's Night" by United Artists.

Photos and layouts also are included which can be used for TV programs and displays.

The kits also have been sent to newspapers amusement, city and photo editors along with detailed stories announcing local playdates.

All facets of theatre exploitation have been explored and applied. Special auxilliary boxoffices are being added to handle the expected crowds lined up to buy advance premiere tickets. Some of these boxoffices will be set up in department stores and shopping centers participating in the promotion.

Aside from the traditional advertising, news about the playdates is being announced on 40 by 60's, marquee banners, window cards, boxoffice signs, a short television featurette and advance sale teaser trailers. These trailers. cross-plug the opening of "A Hard Day's Night" in the participating theatres.

The advanced sale admission tickets are unique. They are illustrated with a photograph of the four Beatles—John Lennon, Paul McCartney, George Harrison and Ringo Starr—and can be kept as souvenirs after the admission stub is torn off.

Moreover, all ticket-buyers will receive a souvenir identity tag containing the copy line "I've Got My Beatles Movie Tickets—Have You?"

United Artists is maintaining centralized supervision of the national campaign, and its representatives are working closely with campaign coordinators in each territory.

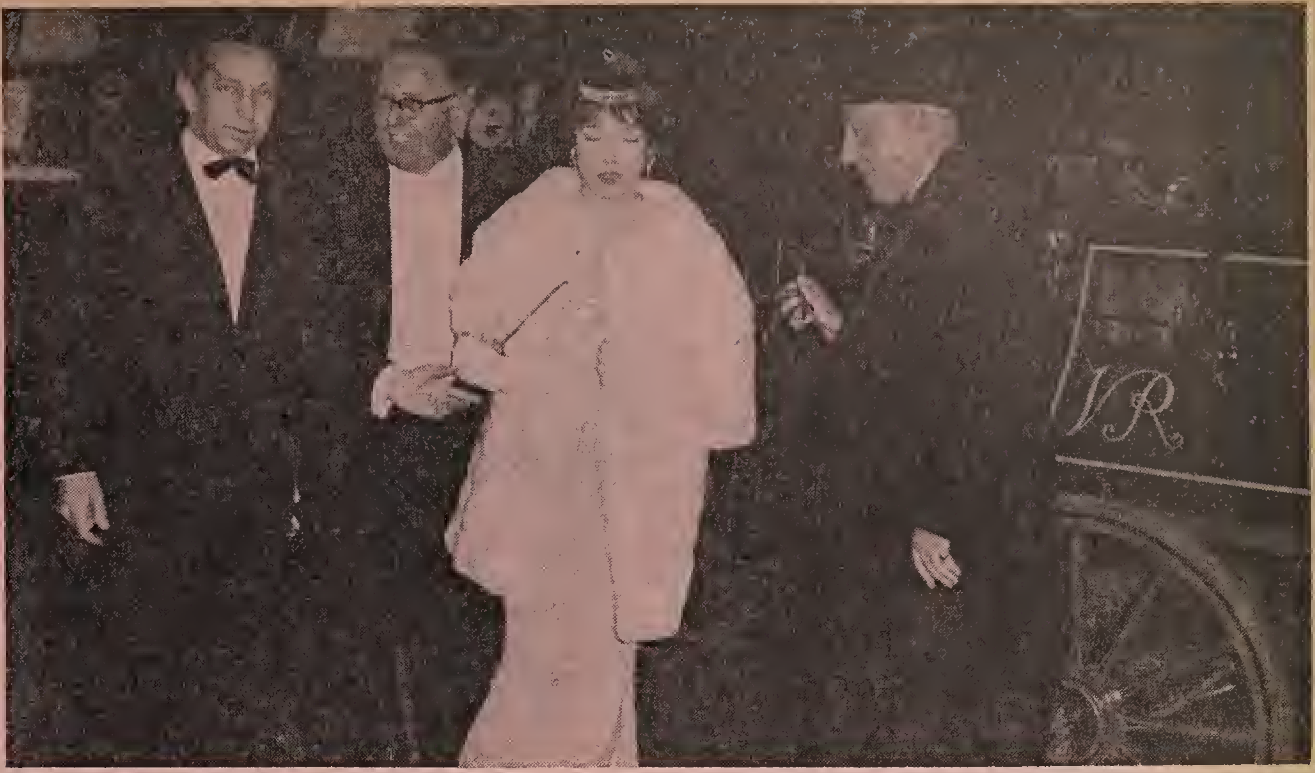
Nothing has been left to chance even though The Beatles are the hottest showbusiness attraction of our time and their film promises to be the most widely shown feature ever produced. The campaign is aimed at establishing all-time boxoffice records for "A Hard Day's Night," a fictional account of 36 hectic hours in the lives of the fabulous Liverpool moptops.

The picture introduces six new songs written especially for their film debut by Beatles John and Paul. The movie also presents additional numbers, favorites with Beatles fans the world over. The entire roster of songs and musical score is being released on the best-selling United Artists Records soundtrack album which is illustrated with photos of all four Beatles.

Records Contest For "Molly"

The original sound track album of MGM's "The Unsinkable Molly Brown" featuring stars Debbie Reynolds, Harve Presnell and Ed Begley, will receive the most extensive promotional campaign ever undertaking support of a record album, acording to Arnold Maxin, President of MGM Records.

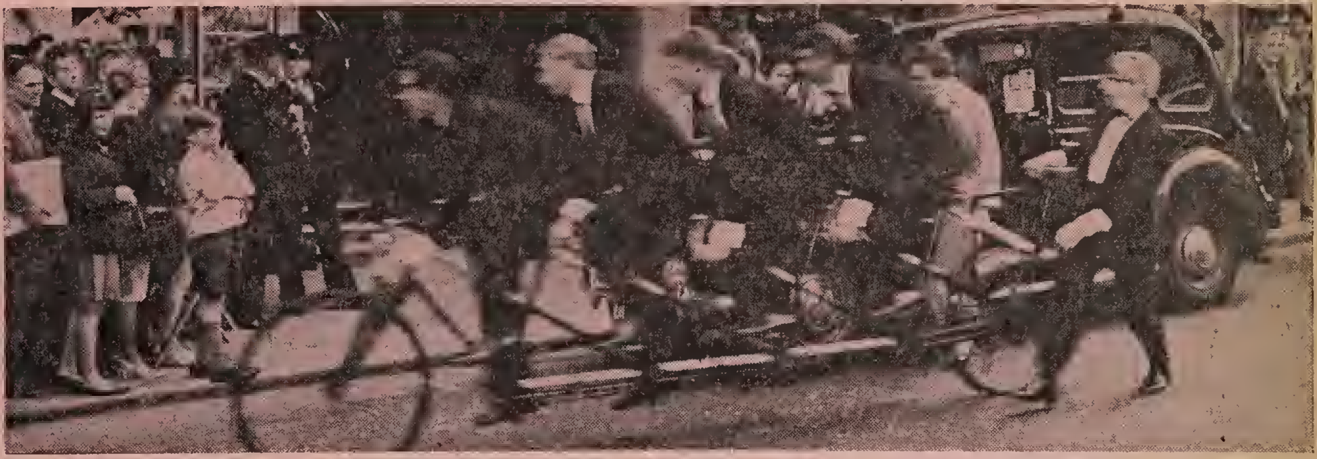
A special window display contest, for both record dealers and exhibitors, will highlight the wide-ranging national promotional campaign. Every record dealer and exhibitor in the country is being serviced with a brochure detailing the contest. The leader and exhibitor designing the best window display featuring "The Unsinkable Molly Brown Sound Track" album, will receive a first prize of $100 each. Second and third prizes of $50 and $25 each will be awarded to runners-up and, in addition, 25 theatre managers whose displays are given honorable mention, will receive free record albums.



Shirley MacLaine arrives in a coach-and-four; and is greeted by producer Arthur P. Jacobs; Peter Bland, manager of the Carlton; and actor Wilfrid Hyde White.

What A Way To Go To

1903 vintage Rolls Royce.



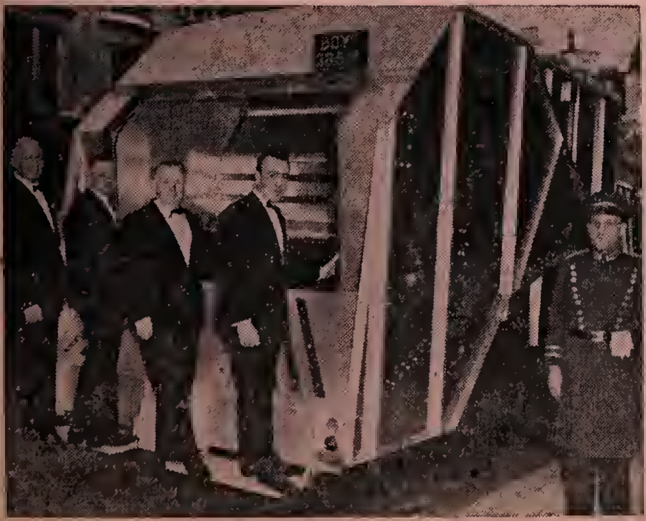
"The Quint", a five-seater bicycle, arrives at theatre. There are only three of this model in Britain.

Roller skating guests enter theatre.

"What A Way To Go!"

At the recent London premiere of 20th Century-Fox's "What A Way To Go!," at the Carlton, Haymarket, Theatre, guests arrived in a variety of off-beat modes of transportation. Shirley MacLaine, the star of the comedy entertainment, arrived in a coach-and-four, and literally stopped the traffic. Among the other vehicles used, which tied in with the exploitable title of the film, were a penny-farthing bicycle; a quint, one of three five-seater bicycles in the country; a sedan chair; a baby motor scooter; roller skates; a dust cart; a series of vintage cars; a hansom cab and an old Commer bus.

Attending the gala opening and festivities, in addition to Miss MacLaine, were producer Arthur P. Jacobs, director J. Lee Thompson, and notables from the diplomatic, social, political and sports world.



Dust Cart bearing dustmen clad in evening dress.

Francesca Annis, featured film player, arrived in a sedan chair.

THE EXHIBITOR'S EXPLOITATION EFFORTS

FRED MC HAM, manager, Trans-Texas' Strand, Wichita Falls, Texas, recently garnered plenty of newspaper space by presenting the amusement editor with a stuffed pink panther on United Artists' "The Pink Panther." He also had a "Pink Panther" girl on the streets giving away "Pink Panther" candy kisses and this created a lot of talk, as did his "Pink Panther" juice (pink lemonade) at the concession stand. Another capitalizing of the "Pink" idea was a radio contest with albums with a "Pink Panther" doll as a prize.

E. D. HARRIS, publicist, Herbert Rosener Theatres of Southern California, with the cooperation of Tom Aspel, Joe Emmerson Film Distributors; Sydney Linden, general manager, Rosener Theatres; and Jean McCrae, Southern California Striders, duplicated the official opening ceremonies always staged at world Olympic games, including the torch runners across the city of Los Angeles, a 10-mile course through the busiest streets, for Times' "The Grand Olympics." This event was staged for the first time in Los Angeles and Beverly Hills in 32 years. The Olympic Torch (a replica of the one used at the Squaw Valley Winter Olympics) was carried by athletes from downtown Los Angeles City Hall west on Wilshire Boulevard to Beverly Hills. A special ceremony was held on the steps of the City Hall, officiated by Mayor Samuel Yorty, councilmen, civic leaders, known sports and entertainment figures. After declaring "Olympic Day" the Mayor handed the Olympic Torch to the first runner starting the jaunt across town. The torch moved across town in relays, followed by an emergency car, escorted by police. The runner stopped temporarily about four p.m. at the dividing island at the intersection of Wilshire and San Vicente on the outskirts of Beverly Hills. At eight p.m., the last runner carried the torch on its final stretch to the theatre. Accepting the torch at the theatre was Beverly Hills Mayor Les Horwin, who saluted the Southern California Striders, composed of former college and Olympic champions, for assisting worthy athletes with the benefit proceeds. Several Olympic personalities were present at these ceremonies. The Los Angeles traffic manager estimated that over 50,000 people saw the runners carrying the torch over the 10-mile course through the center of the city, as well as viewing the guarded torch at the busy intersection for four hours. Signs plugging the premiere were placed at the intersection and on the emergency car that followed the runners. Newspaper coverage was complete; and a TV mobile unit taped some of the events and ran film on their early evening newsreel shows. The real news was the fact that a similar stunt wasn't done here for 32 years—not since the 1932 World Olympic Games. Ads were run in the sports section as well as on the drama pages. Prior to opening screenings were held for press, college and high school track coaches, recreation directors from the city, and civic and sports figures, with a pitch made for group sales.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

MEET ME AT Grand PINK

Linda McDaniel, ballyhooing United Artists' "The Pink Panther" for Fred McHam, manager, Trans-Texas' Strand, Wichita Falls, Texas, left a reminder of the picture with Pericles Alexander, amusements editor, Wichita Falls Times and Record News, on a visit to the newspaper office, and suggested the miniature panther serve as a mascot of the amusements desk.

"Yogi" Captures Salt Lake

"Hey There, It's Yogi Bear," the Hanna-Barbera full-length animated color feature for Columbia Pictures release, has its world premiere at the Utah Theatre and the Motor-Vue Drive-In, Salt Lake City, amid parades, motorcades, radio and TV support and local merchant tie-ins that made downown Salt Lake City look like Christmastime in summer.

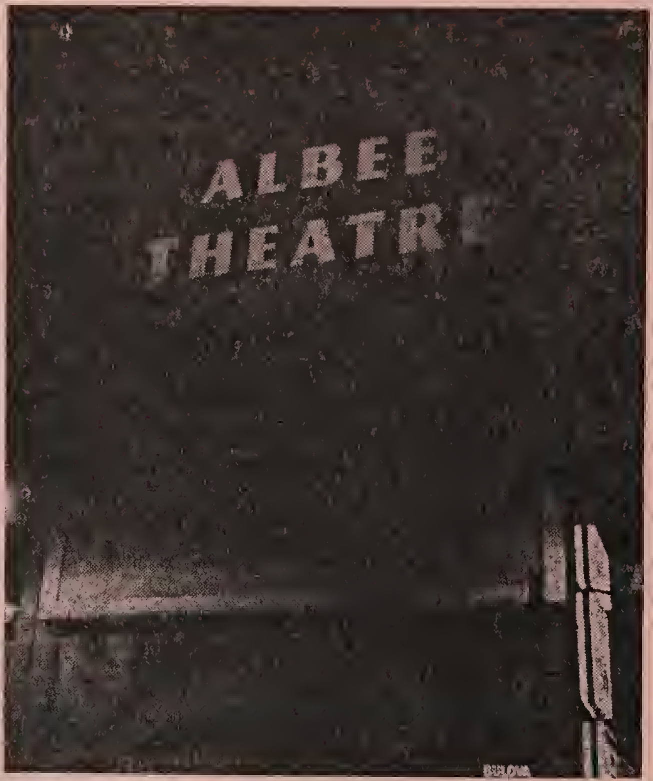
Highlight of the event was personal appearances by stars Yogi Bear and Boo Boo Bear at the two theatres presenting the world premiere. The two costumed bears made a total of six public appearances at the theatres and commanded sidewalk attention everywhere as screaming motorcycles escorted the pair throughout the city.

Downtown Salt Lake City was bedecked in flags and balloons for the gala event and merchants selling Yogi Bear merchandise—and who isn't?—decorated their windows and store fronts to coincide with the opening of the film.

Local radio stations played songs from the film during the entire day and TV cameras recorded the activity at the boxoffices as the city's children began their summer vacation in time for the event.

Meanwhile, at City Hall, Mayor J. Bracken Lee declared its "Hey There, It's Yogi Bear Day" and issued a proclamation stating that "Yogi Bear is representative of the highest virtue of the motion picture art bringing wholesome, laugh provoking entertainment and enjoyment, excitement and adventure . . . and in general delights the eyes and ears of the beholder regardless of age."

The opening of "Hey There, It's Yogi Bear" marked the beginning of a round of openings throughout the country timed with the start of school vacations in each area.



Joe Alexander, mid-west division manager, RKO Theatres, recently went all out to announce the forthcoming line-up of product for RKO's three Cincinnati theatres—the RKO International 70, the Grand and the Albee. He had a projector installed in a hotel 120 feet across the street and announced the product on the large display board seen above in conjunction with Cincinnati's "Amusement Fair on Fountain Square."

OPENING

(*Continued from Page* EX601)

the ground-breaking cermonies. Progress stories were carried during the construction period. Activity increased when seven radio stations ran their own special promotion from June 10 through opening day. Prizes for the various contests ranged from a 9½-foot surfboard and an automobile, two transistor radios and complimentary guest tickets. Five special congratulatory ads by sub-contractors were carried in the Miami Herald, Miami News, and Homestead Leader.

Nearly 20,000 homes in the immediate area were called by telephone to inform residents of the various contests running and giving facts about the theatre. Calls were made from fact sheets by cashiers of all local Florida State Theatres. Many inquiries were received from prospective patrons during this period.

Suniland Shopping Center merchants conducted their own welcoming campaign and used radio stations extensively to conduct a "Treasure Chest" promotion, also publicized in three newspapers. Keys were given to purchasers who then took them to the lobby of the New Suniland to see if they could open the locked chest of prizes. Special heralds were distributed both by Suniland merchants and house-to-house. Table tents were used by every restaurant in the south Dade area from Coral Gables to Homestead. Radio Station WINZ, the Mutual affiliate, broadcast live from the theatre lobby opening day. Three local television stations covered the opening night's activities as did four radio stations. Complimentary salutes congratulating FST on the opening were broadcast all day from 11 local radio stations.

A concert by the Cavalier Drum and Bugle Corps, Harvey W. Seeds American Legion Post #29 commenced the 7:30 P.M. activities, while searchlights swept the sky and attracted thousands of onlookers. Ribbon-cutting ceremonies were held at 8 P.M. with Metro Dade County Mayor Chuck Hall and County Commissioner Lew Whitworth representing the county; LaMar Sarra, vice-president and general counsel and Harry Botwick, supervisor, representing Florida State, and Mrs. Johnny Cotton representing the South Miami Hospital Auxiliary. Florida State Theatres presented Mrs. Cotton a check in the amount of $500 as their "Good Neighbor" contribution to the hospital. Jack Lemmon, although unable to attend the opening in person due to picture committments in Hollywood, spoke to the opening night audience via a special amplified long-distance telephone hook-up.

Ralph Puckhaber was in charge of coordinating the promotion, assisted by Jack Winters, Suniland manager.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 **consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

FOR SALE

2 SIMPLEX PROJECTORS serial no. 15612 and 16216 with RCA sound heads, Peerless Arc Lamps, Complete Booth, less amplifier $325.00. W. A. HEVEY, 116 Cottage St., Meriden, Conn.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

"SHOWMANSHIP IN ADVERTISING"

Price Slashed from $7.50
Now ONLY $4.00
Order your Copy, NOW, while they last!
EXHIBITOR BOOK SHOP, 317 N. Broad St., Phila. Pa. 19107

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

PROJECTIONIST, 3½ years experience. Knowledge electronics, projector maintenance. Desire job as projectionist or with booth instalation firm. Wisconsin area. Will relocate with right party. Non-union. **BOX B722, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

HELP WANTED: Growing Florida Drive In Organization has immediate openings for First-Run Theatre Managers. Liberal starting salary commensurate with experience, apartment, hospitalization, life insurance and incentive plan. Openings on Central West Coast, must relocate at own expense. Forward resume to **Box A715 c/o M. P. EXHIBITOR, 317 N. Broad St. Phila., Pa. 19107**

MANAGER WANTED: California circuit needs exploitation minded managers for present and future expansion. Advise qualifications and starting salary desired. Write **BOX B715, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107**

PROJECTIONISTS WANTED for drive-in theatres, Western New York area. **BOX A722, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, sign painter, display artist, 18 years experience, married, honest, reliable. Will go anywhere for right man. **BEN NORTHAM, 1928 Klein Dr., Las Cruces, N. M. 88001.** (722)

OLD TIMER experienced Hard Top Manager looking for position in Northern Connecticut or Western Massachusetts. Good references as to ability and experience. Bondable. Reply **Box C715 c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

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Address all Correspondence to— ***The A—MAN Corner*** **{Motion Picture Exhibitor**
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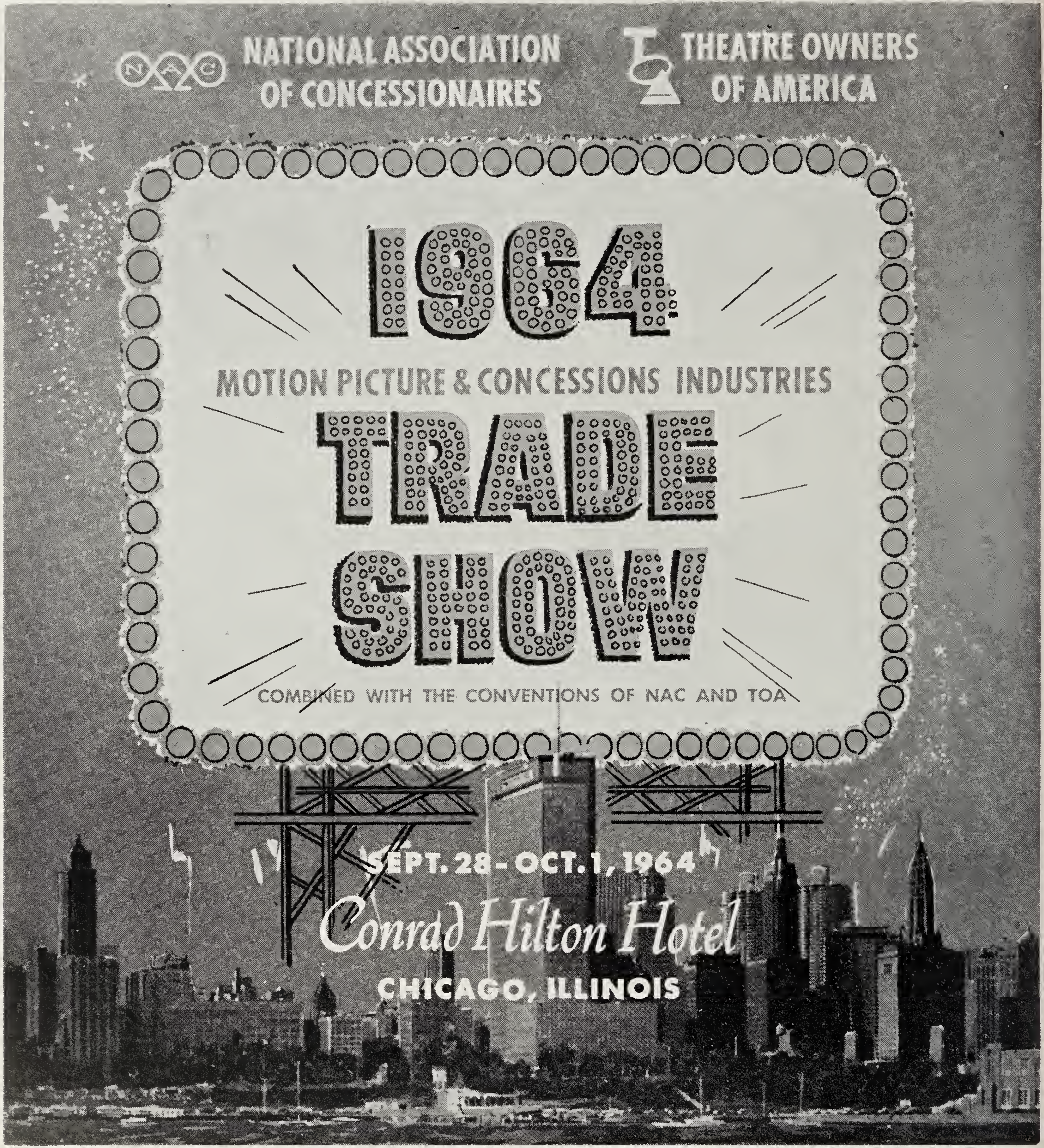
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MOTION PICTURE EXHIBITOR

JULY 29, 1964
Volume 72 Number 3
IN TWO SECTIONS • THIS IS SECTION ONE

Allied-TOA Issue Call To Action

(See Page 8)

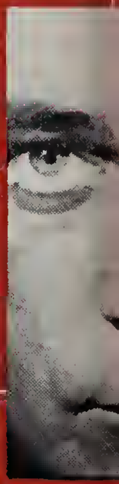
UA Sells Films To Calif. Pay-TV

(See Page 8)

Claude Schlanger is president of Budco, Inc., rapidly growing theatre circuit with headquarters in Doylestown, Pa. Budco currently operates 15 drive-ins and six conventional houses, with one under construction.

SENATOR WITH FOOT IN MOUTH . . . *see editorial—page 5*

SEPT. 23, 1964
SEPT. 24, 1964



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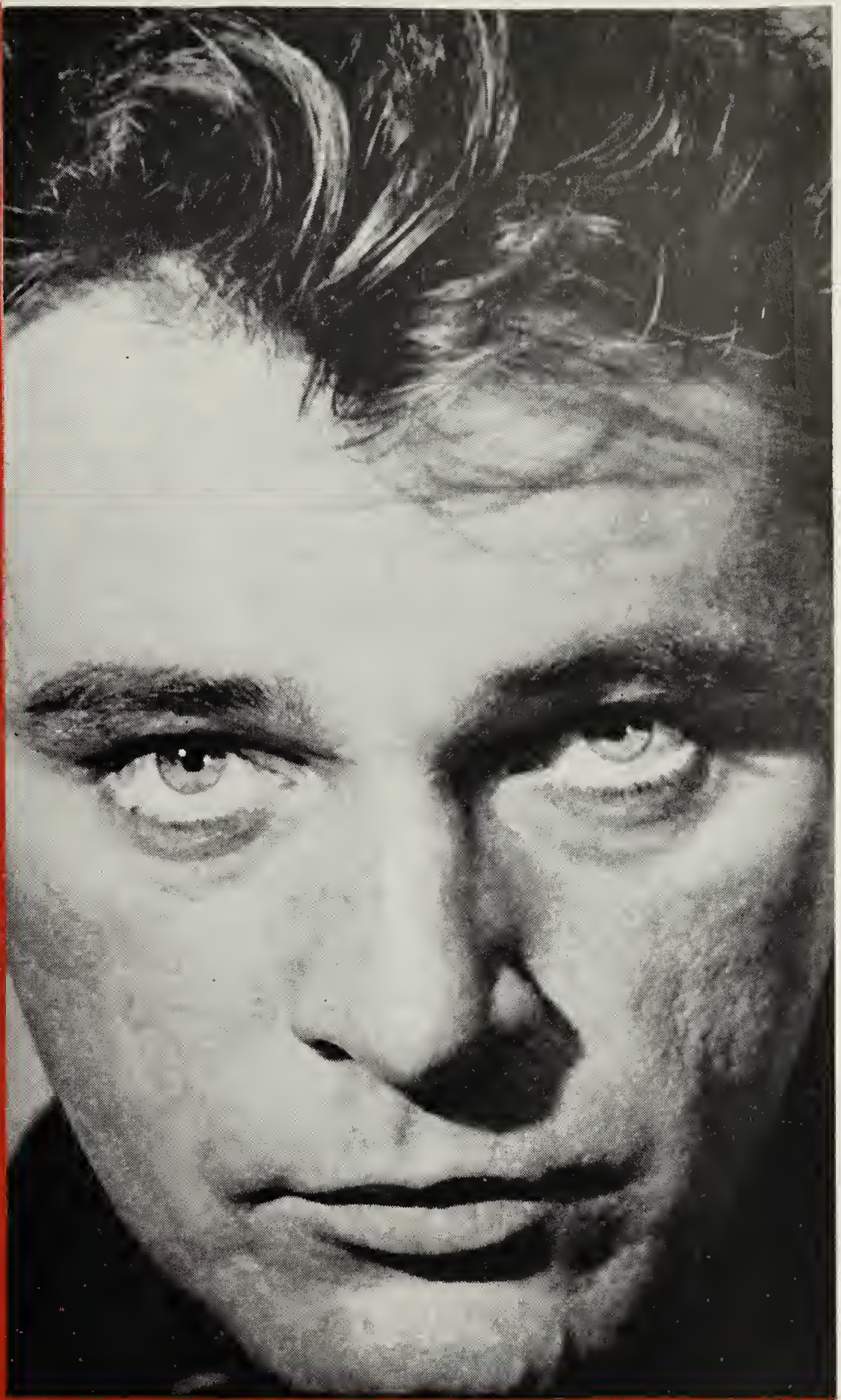
Directed by BILL COLLERAN · Produced by WILLIAM SARGENT JR. and ALFRED W



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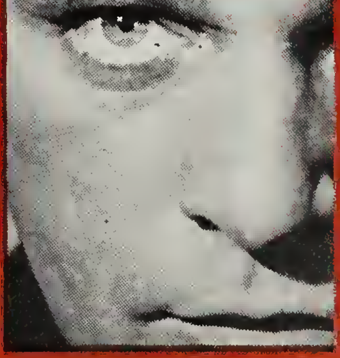

URTON

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THIN THE SHORT SPACE OF TWO WEEKS 1,060 THEATRES HAVE READY BOOKED THIS HISTORIC FIRST IN ENTERTAINMENT!

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Jack ("GOOD NEIGHBOR SAM") LEMMON

DOES IT AGAIN!

'SAM' MIGHTY IN TORONTO
'SAM' STURDY IN DETROIT
'SAM' WHAM IN PHILLY
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Jack
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Another BOFFO boxoffice score from **COLUMBIA**

1924 1964

The Trade Paper Read by Choice–Not by Chance

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MOTION PICTURE
EXHIBITOR

Volume 72 • No. 3 JULY 29, 1964

SENATOR WITH FOOT IN MOUTH

Senator James A. Pine of Maryland recently made one of those tasteless political attempts to attract attention by publicly pronouncing, like the old man who came down from the mountain, that when movies advertise films "For Adults Only," it is only a "come-on" to lure youngsters into theatres. How silly!

Perhaps that is the way the Senator would run his theatre if he were an exhibitor, since his thinking seems to run along those lines. Someone, however, should point out to this particular politician that he is totally out of step with the times. He is apparently ignorant of the fact that the Legion of Decency indicates in its reports that certain pictures are recommended for general audiences and others restricted to adults. In a similiar manner, countless other groups, PTA organizations, and religious groups have requested theatres to use a line in their advertising to inform parents that certain films are not suitable for children. Maybe the Senator thinks these people are trying to "lure" youngsters into theatres as well.

The Senator's remarks reveal his lack of knowledge in matters affecting the public and his willingness to go to any lengths to get his name in the papers. Exhibitors and the public in Maryland should keep this in mind when he seeks reelection.

To put it bluntly, the Senator's statement is shocking and unfair, and he owes every theatreman in the country an apology.

It seems that exhibitors can count the day lost when they don't get hell from somebody for something. All it takes to be a critic of the motion picture industry is a willingness to put your foot in your mouth. Senator Pine fits the description exactly.

BORROWING A GOOD IDEA

The motion picture industry, more conscious than most of the value of exploitation and showmanship, can still borrow a leaf from the advertising book of other industries on occasion.

For example, a drug concern selling plastic disposable needles to doctors, hospitals, and other important outlets, wished to promote a new product, disposable alcohol swabs to clean the skin surface prior to injection. If the drug company received an order for 1,000 plastic needles, 1,000 samples of the alcohol swab were included free, giving the user an opportunity to sample the new product.

This went on for a year. At present, these same swabs are packaged individually and *sold* at $1.00 per 100, and sales are increasing all the time.

Drug firms are great believers in advance promotion and exploitation of new products. Still another company made it a point to have its 2,500 salesmen in contact with the medical profession ascertain what kind of auto each doctor was driving. The salesmen gave the doctor a suitable key blank and holder engraved with the name of the drug concern. If the doctor returned a card to the drug company, he was provided with a key holder engraved with his name, address, and license number. This put a constant reminder of the drug firm in every doctor's pocket—a very nice piece of showmanship.

With roadshow attractions assuming an ever more important role in the motion picture industry, long runs are commonplace and advance promotion more important than ever before. Some of our better exploiteers can really do a top flight job, utilizing this concept of intensive advance selling.

"EVEN SO-IT IS WITH THE WORLD"

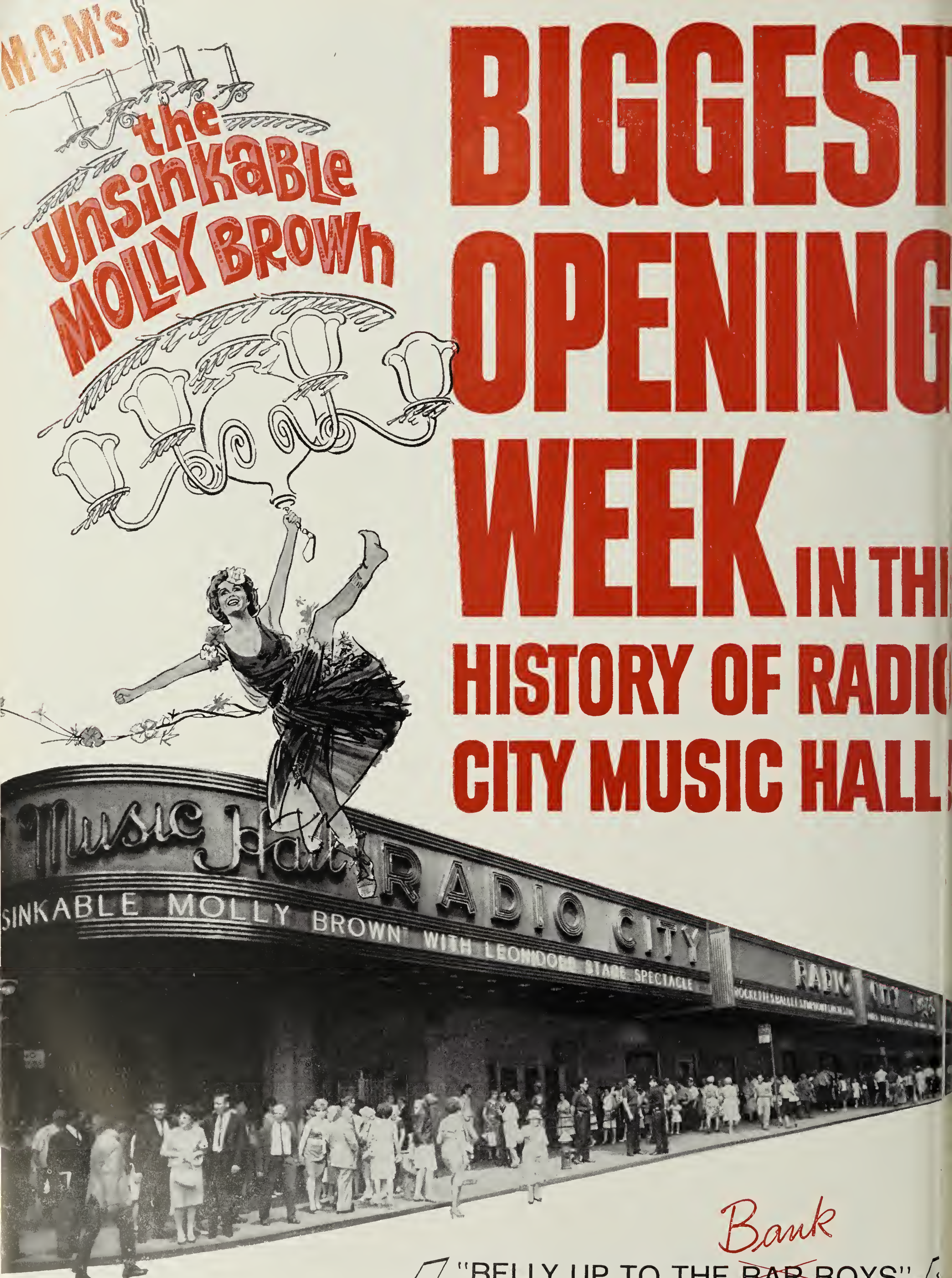
A west coast exhibitor sent us the following fable, certain parts of which he says remind him (and us too) of the film business, with which our friend has been associated *"long enough to know better."* Here it is:

A fox coming upon a vineyard saw that it was fenced off on all sides. The fence had one small hole in it, which the fox tried to get through, but couldn't. What did he do? He fasted for three days until he became thin and emaciated. After this, he found he could slip through the hole, and once inside, he ate and grew fat and sleek.

But when he wished to leave the place, he found he couldn't squeeze back out through the hole in the fence. So he had to fast another three days until he returned to a thin, emaciated state. This done, he went forth, turning after his escape to gaze upon the vineyard. *"Ah vineyard,"* he sighed, *"how goodly art thou, and how goodly is the fruit which thou produceth. But what enjoyment have I had from thee?"*

This, our exhibitor friend observes, is just like the film business: One can support a film company for years, and overnight end up on the other side of the fence asking, *"what enjoyment or appreciation does one get?"*

Serving the Readers First–Which Serves the Advertiser Best


M·G·M's
the Unsinkable Molly Brown
Music Hall
RADIO CITY
SINKABLE MOLLY BROWN WITH LEONIDOFF STAGE SPECTACLE
RADIO CITY

BIGGEST
OPENING
WEEK IN THI
HISTORY OF RADI
CITY MUSIC HALL

Bank

♫ "BELLY UP TO THE ~~BAR~~ BOYS" ♪

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Mr. and Mrs. Richard Babbe, Mobile, Ala., welcomed a son. Mother is **Madolyn Babbe**, secretary of Cinema Distributors of America.

Obituaries

Mrs. Mary Ann Crehan, 90, mother of **Thomas J. Crehan**, assistant to the president of RKO Theatres, died. She is also survived by two daughters.

Emil Groth, retired RKO Theatres division manager, died in Holly Hill, Fla. Groth, who was 79, had been at various times RKO division manager for the New England territory, Cincinnati and the west coast.

Fred Kuchmeister, father of **Doris Kuchmeister**, secretary to **Fred Goldberg**, United Artists vice-president, suffered a fatal heart attack. He is also survived by his wife, a son, and two grandchildren.

Col. Int. Drive Winners

NEW YORK—Executive vice-president Mo Rothman announced the winners of Columbia Pictures International Corporation's sales drive, in which a record $40,000 in prize money was distributed.

Rothman captained the international drive saluting Columbia's 40 years of service to the industry which got underway on Feb. 2, and concluded May 30, a period which covered the last 17 weeks of the fiscal year.

Rothman announced that two territories won in each of the drive's five phases, named after Columbia executives A. Schneider, president; Leo Jaffe, executive vice-president; M. J. Frankovich, first vice-president; Sol Schwartz, senior vice-president; and Robert S. Ferguson, vice-president in charge of advertising and publicity. They were Sweden, managed by Nils Persson, and Austria, whose manager is Rudolf Neumann.

Taiwan, whose manager is C. N. Hsia, emerged a winner in four of the contest divisions, including two first places. Winners in three of the five contest sections included Hong Kong, Panama and Thailand.

Cash prizes were awarded to personnel in 22 territories and in 14 branch offices, it was announced.

Pay-TV Foes Eye Nov.

LOS ANGELES — Unless voters pass Proposition 15, the free-tv initiative on the Nov. 3 general election ballot, the nation's free broadcasters will be forced into the pay-tv field, according to Paul B. Comstock, vice-president for government affairs of the National Association of Broadcasters.

Comstock expressed his views in a talk before the Los Angeles Chamber of Commerce's Committee on State and Local Government.

"If the people are for pay television, then the broadcasters of this country will enter the field to serve them," he said. The heads of NBC, CBS and ABC networks have stated that if pay-tv gains a foothold, they will be forced into pay-tv to protect their major programs from being pirated.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., JULY 27

N. Y., N. J. Allied Units Brace For Big Meeting

BUFFALO — Reservations already in indicate that the combined New Jersey and New York Allied convention will be the largest attended joint meeting that the two units have held, according to an announcement by Sidney J. Cohen and Howard Herman, co-chairmen.

The combined convention will be held Aug. 3-6 at the Concord Hotel, Kiamesha Lake, N. Y., in the Catskills. Over 600 Allied members are expected.

Several top Hollywood stars are expected to attend, and a big new feature film will have its premiere showing Monday night with all the frills.

The convention agenda follows:

Monday — Registration in the Athenian Room, with National Screen models making everyone comfortable and aiding in quenching thirsts after a long trip to the Concord via rail, plane, or auto. There is no charge for registration.

Tuesday—Starting at 9 a.m.—New York and New Jersey will have separate board meetings and elect each unit's new officers for the ensuing year. At 3 p.m., Sidney J. Cohen, president of the New York Allied unit and a national director, will preside at a joint meeting when National Allied president Jack Armstrong will speak on trade practices and will discuss the proposed merger with other organizations. Progress on the subsidy plan and a code of ethics also will be discussed, and Gold will explain and show his company's "Showmanship Giant, Cinemotion."

Wednesday — Morning — The annual golf tournament. 3 p.m.—Howard Herman will act as chairman of a meeting when a seminar on censorship will be led by Felix Bilgrey, who is probably the most informed attorney on this subject. Milt London, National Allied director, will speak on progress in the 16mm problem. London also will take part in the censorship discussion.

Thursday—Closing conferences and entertainment events.

WB 16mm Decision Heartening To Exhibs

Exhibitors in many areas were considerably heartened at the news that Warner Brothers will hereafter refuse to service 16mm product to non-theatrical accounts that are in direct competition with commercial theatres.

A resolution by Independent Theatre Owners of Ohio commended the move, and exhibitor leaders have expressed the hope that the example set by Warners will be followed by other companies.

At any rate, it is good to report a case in which a film company has taken an important and definite step forward to help its customers. We could do with more such stories.

BROADWAY GROSSES

"Molly" Still Unsinkable

NEW YORK — "The Unsinkable Molly Brown" continued to set records at Radio City Music Hall, and business held its lively pace elsewhere on Broadway as well, aided by two good openings.

"THE CARPETBAGGERS" (Embassy-Paramount). Paramount reported $33,000 for the fourth week.

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with stage show, took in $130,226 Thursday through Sunday, with the second week headed for a non-holiday record of $220,000 or better.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille garnered $11,000 for the 18th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama announced $23,500 for the 36th week.

"BECKET" (Paramount). Loew's State tallied $18,500 for the 20th week.

"CIRCUS WORLD" (Paramount-Cinerama). Loew's Cinerama stated that the fifth week would reach $23,000.

"SHOT IN THE DARK" (UA). Astor held well with $20,000 for the fifth week.

"GOOD NEIGHBOR SAM" (Columbia). Victoria had a fine opening week of $32,000.

"WHAT A WAY TO GO" (20th-Fox). Criterion kept up a good pace with $27,000 for the 11th week.

"CLEOPATRA" (20th-Fox). Rivoli announced that the 59th week was $10,000.

"MARNIE" (U-I). Palace opened strong with $28,000 for the first week.

IATSE Reelects Walsh

LOUISVILLE, KY. — IATSE convention delegates unanimously reelected Richard Walsh to his 12th term as president, without opposition. Other officers include Harlan Holmden, general secretary and treasurer; James J. Brannan, first vice-president; Harry J. Abbott, second vice-president; Orin M. Jacobson, third vice-president; John A. Shuff, fourth vice-president; Leon Upton, fifth vice-president; George J. Flaherty, sixth vice-president; Edward J. Miller, seventh vice-president; Hugh J. Sedgewick, eighth vice-president; and Jerry Tomasetti, ninth vice-president.

Trustees are William C. Scanlan, R. E. Morris, and George W. Brayfield. Delegates to AFL-CIO are Fred Jienicke and Richard Hancox. Delegate to Canadian Labor Congress is William G. Dale.

7-Arts Overhaul Okayed

TORONTO — Stockholders approved the overhaul of Seven Arts Productions, Ltd., including redemption of debentures and election of seven new board members. The way was cleared for withdrawal from the company of board chairman Louis Chesler and his purchase of all company holdings in the Grand Bahamas Development Co. Seven Arts will concentrate on distribution and production of films for theatres and television. New directors are Herbert Allen, Alan Hirschfield, Armand Deutsch, Clint Murchison, Jr., Max Rayne, Roger L. Stevens, and Norman K. Winston.

Allied-TOA Issue Call To Action

Leaders Address Va. Exhibs; Rowley For All-Industry Conference; Armstrong Raps Chaos In Runs, Clearance

VIRGINIA BEACH, VA.—A "call to action" all-industry conference for the purpose of injecting new vitality into the industry was proposed here by John H. Rowley, president of Theatre Owners of America. Speaking at the annual convention of the Virginia Motion Picture Theatre Association at the Cavalier Hotel, Rowley said he would recommend such action at the next meeting of the TOA board of directors.

Rowley prefaced his proposal with a reference to his previous recommendations for a code of ethics and a system of mediation which he felt would help to stabilize the business. He said exhibitors had shown keen interest in the suggestions but that the distributors had remained in "complete silence." He added that distribution appeared to "be happy with the present arrangement."

Declaring that "we no longer can afford to sit idly and drift in the wind," Rowley said he was convinced that "we cannot accomplish what has to be done without some outside assistance—or, call it what you will, pressure." He said for that reason he was recommending the all-industry conference.

Rowley said this would not be "just another meeting." He visualized a summit conference that would be as decisive for the future of the industry as the Monroe Doctrine was to American policy.

"I see it as a 'no holds barred' meeting," Rowley said, "designed to improve the economic health of this business and to stabilize it once and for all. The agenda would cover anything and everything that would have a lasting beneficial effect on every segment of the business. And I am sure that the makers of our films would have suggestions and problems that they would like to present at such a conference."

Rowley said he would propose that all elements of the industry be invited to be cosponsors of the conference and that a preliminary meeting be held this fall for the purpose of organization.

"If necessary," he said, "an appropriate government agency will be asked to assist us in the development of the project."

The TOA president admitted that the conference was not entirely a new idea, but, he continued, "the time has come when we must have stability and we must prepare for the future. I am sure that if men of good will, dedicated to the best interests of the industry, will sit together with a sincere desire, we can make such a conference productive and fruitful."

Rowley said that one of his concerns was that exhibition had become a seasonal business. He said it was only natural for the makers and venders of swim suits and sun lotions and soft drinks to have their peak sales in the summer months but, he added, "we are in a year-round business." He asked why more progress had not been made in maintaining summertime attendance levels in October and November, or any other month. He said that despite promises by distributors, "we still find top pictures bunched at holiday periods or during the hot weather months."

The TOA president said the distributors, upon advice of counsel, were reluctant to sit together and discuss what commonly was called trade practices.

"What is wrong with an industry trying to resolve its own problems sitting around a conference table?" Rowley asked. "I am sure that an appropriate government agency would be willing to render all assistance possible to improve the climate of a major industry such as ours. While some of our problems may seem less severe for the moment because of present upswing business conditions, September and October are just around the corner."

Allied Busy Preparing Industry Ethics Code

Also speaking before the Virginia exhibitors, president Jack Armstrong of National Allied centered his talk on current releasing practices, and warned that unless the motion picture profession formulated its own code of ethics and fair practices, that they would shortly be imposed "from without."

In part, he told the gathering:

"The historic method of releasing and distributing films by a system of established runs and clearances is being changed throughout the country.

"The deliberate destruction of established runs and clearances is not being replaced with any equitable, orderly, acceptable or permanent system of distribution.

"Although many different policies and practices are being imposed upon exhibitors by the several film companies, the motivation seems to be the same in every instance: to arbitrarily restrict the supply of product to theatres and thereby control the market.

(*Continued on page* 18)

Citizens Raising Money To Save Old Theatre

COLUMBUS, O.—Efforts of citizens of McConnelsville and Malta, twin villages on the Muskingum river, midway between Marietta and Zanesville, are directed toward raising $5,000 for the improvement of the 74-year-old Twin City Oprea House in McConnelsville.

The improvements will enable Galen Finley, who has been operating a film policy in the oprea house, to continue regular screen programs.

Wayne McGrath, Malta, committee chairman, announced that $1,300 has been raised via subscription and by various civic events, including a variety show, rummage sale, and the Fourth of July celebration.

Money is being used to buy nine new fire extinguishers and nine new doors. Proceeds also enabled purchase of material for a false ceiling over the stage to cut down on the cost of heating the structure. New Carpeting and fireproof draperies are expected to be purchased. The ornate ceiling, which has not been painted in 12 years, would get a facelifting.

McGrath said he hoped the reconditioned auditorium would be used also for variety shows, high school plays, band concerts, and other community events.

Finley pays $50 per month rent and foots the cost of heating.

UA To Supply Features For Calif. Pay-TV Firm

NEW YORK—United Artists has concluded an agreement with Subscription Television, Inc., to supply motion picture feature films on an experimental and exploratory basis, it was announced by Arnold M. Picker, executive vice-president of United Artists Corporation, and Sylvester L. Weaver, Jr., president of Subscription Television, Inc.

This represents the first agreement by a major motion picture company to service features to the Los Angeles and San Francisco systems which began operation in the former city last week. Initial telecasts emanate in San Francisco beginning Aug. 14.

The announcement embodies a basic policy concept of United Artists under which Subscription Television has the right to televise the films to their subscribers, beginning only nine months after the end of the first run motion picture theatre release in the cities concerned.

Weaver stated that his company plans to televise each feature picture twice in the course of one evening, probably at 7:30 p.m. and at 9:30 p.m. The program will be repeated in a similar manner once every three months for one year, during the period of the agreement. He stressed that, in accordance with the announced policy of his company, the pictures would be presented without interruption and without editing of any kind.

United Artists stated that these films will not be available to be screened on free television during this one year period of Subscription Television's rights in these areas.

Among the films covered in the agreement are: "Irma La Douce," "The Great Escape," "Dr. No," "Lilies of the Field," "Two for the Seesaw," "A Child Is Waiting," "Toys in the Attic," and "Love Is A Ball."

The feature films will be shown starting July 31.

Hock Heads UA Ad Dept.

NEW YORK—Mort Hock has been appointed director of advertising of United Artists, it was announced by Fred Goldberg, UA vice-president.

Hock joined United Artists as advertising manager in 1962 after serving as assistant advertising manager at Paramount Pictures. Prior to that he had been an account executive at the Blaine-Thompson Company advertising agency, in charge of the David Merrick Productions account. He also serviced the Warner Brothers Pictures account for some years before that.

Merwin Bloch has been appointed advertising manager for the company. Bloch comes to United Artists from Paramount, where he was assistant to the advertising manager.

Kelly to United Calif.

SAN FRANCISCO—William Kelly, recently San Francisco branch manager of Universal Pictures Corporation is joining United California Theatres, Inc., as assistant to the president, Robert Naify.

Nat Fellman Appointed To Head SW Theatres

NEW YORK—Nat. D. Fellman has been appointed acting general manager of Stanley Warner theatres following the sudden death of Harry M. Kalmine, vice-president and general manager of the theatres.

This announcement was made by S. H. Fabian, president of Stanley Warner Corporation, at a meeting of the zone managers of the circuit. Present were Henry Burger, midwest; Herb Copeland, west coast; Frank J. Damis, Philadelphia and Washington; Harry Feinstein, Pittsburgh; Charles Smakwitz, Newark; James Totman, New England; Albert Reynolds; and Fellman.

FELLMAN

Fellman began his career in the industry in 1928 as an office boy in the employ of Warner Bros. Pictures. Transferred to Warner Bros. theatres, he became assistant to the chief booker; handled pool and partnership operations; and in 1941 was appointed buyer and booker for the Ohio zone. Two years later, he was promoted to New York as assistant to the chief film buyer. In 1952, he became the film buyer for the entire circuit, and in 1955, executive assistant to Kalmine. Two years ago, he was named assistant general manager of the theatre chain.

Dancers Aid Hospital

NEW YORK—Will Rogers Hospital was presented with a check for sponsorship of a patient's room by the Dance Educators of America. The event took place at the wind-up of the dance group's 31st annual convention.

The check represents a year-long campaign within the dance organization, which comprises some 900 members throughout the country, for the establishment of the room sponsorship program. Jack King, past president, spark-plugged the dancers' participation.

Emanuel Frisch, Will Rogers board of directors, accepted the check for the Hospital. Will Rogers is currently launching an effort to enlarge the roster of room sponsors. The program began some eight years ago, and presently rooms are sponsored and supported yearly by AGVA, Jack Beresin, Si Fabian and Sam Rosen, Hammer Film Productions of London, W. J. German, Inc., IATSE, Montague Associates, Radio City Music Hall, Herman Robbins, Stanley Warner Corporation, Stanley Warner Club, WOMPI, and now, the Dance Educators of America.

Reade Takes Frisco House

SAN FRANCISCO—The Bridge, first-run specialized motion picture house here, will become a unit of the Walter Reade-Sterling, Inc., organization on Aug. 1, it was announced jointly by Walter Reade, Jr., chairman of the board, and Maury A. Schwarz, of the Bridge.

Schwarz will continue to actively operate the theatre, with the supervision of Walter Reade-Sterling. Reade said that the arrangements were consistent with his company's growth program, and that when other opportunities presented themselves, his company would continue to add theatres in other major cities, beyond its present east coast base of operations.

HOW FREE IS OUR "FREE PRESS"?

EDITOR'S NOTE: Jay Emanuel, publisher of MOTION PICTURE EXHIBITOR, has been active in motion picture exhibition and distribution during an industry cereer that has spanned 53 years. Currently, Mr. Emanuel is president of the Senate Theatre, Harrisburg. In the following letter to the Department of Justice, he protests a situation that has probably confronted theatremen in other communities where newspapers operate under a one-ownership, non-competitive situation. For that reason, we are reprinting Mr. Emanuel's letter to the Department of Justice in full in the hope that it will be of interest to other exhibitors. Unfair and unnecessary censorship by newspapers, supposedly guardians of a free press, can not and should not be tolerated by the motion picture industry. To illustrate just how unreasonable censorship by newspapers can be, this same Harrisburg paper once turned down an ad for a film because it contained the word "sex."

Gentlemen: Permit me to direct your attention to a condition existing in the newspaper field in Harrisburg, Pa.

Up to a few years ago, there were three newspapers, The Patriot and News, who later bought out the other paper, The Harrisburg Telegraph. Now they operate one morning paper and one evening paper, in the same building, and also control a TV station. Competition has been stifled.

Our Senate Theatre in Harrisburg, Pa., operating since 1938, has never played salacious or sex-ridden pictures, whereas other theatres have done so. We spend over $12,000 yearly for newspaper advertisements.

Since this monopolistic condition exists, the papers have refused at times to carry in our ads the line, "not recommended for children." After a great deal of annoyance, they now permit the use of this recommendation.

The week of June 10, we booked a picture entitled "Black Like Me," from the book by John Howard Griffin, which won the coveted Pope John XXIII Award. The film has played thousands of theatres nationally, and from the distributor we are advised that not one newspaper has refused to carry the illustrated ads, which we are herewith enclosing for your edification.

Yet the monopolistic management of the Patriot-News refused to carry these ads, and we were compelled to reduce our ads to one column-one inch, as enclosed. This has caused us loss of patronage and a financial loss, at the same time depriving us of our rights. In plain words, this is restraint of trade, and capricious and unfair censorship.

Freedom of the press is a basic right under the Constitution, but what good is it if one is deprived of this freedom.

Freedom of the press is an inherent right—not a courtesy to be withdrawn unfairly.

Advertisers are compelled to use both Harrisburg papers, and the privilege of personal choice is eliminated.

The Legion of Decency rating for "Black Like Me" is A-4—morally unobjectionable for adults.

We submitted the picture and a description to all the churches in the Harrisburg area. They approved it and endorsed it from many pulpits, including great cooperation from Father Hbrick, who is also the Legion of Decency representative in Harrisburg. All New York City papers carried the ads with illustrations.

There are approximately 1,400 communities in the U. S. where newspapers are published—competition exists now in only about 50. If this condition is permitted to continue, unfair actions at the whim of the publishers can only result in further elimination of a free press, lack of competition, less employees, and this control is dangerous to everyone, including the public.

Today it can be one industry—tomorrow another. Restraint of trade is a dangerous condition. That is why there is an Anti-Trust Law on the statute books.

We hope something can be done about this unfair situation.

Loew's Orpheum, Boston, To Pass From Scene

BOSTON—The city is losing one of its biggest film theatres, Loew's Orpheum, 2,900-seater, built as a glittering film palace in 1916, to expanding new complex of retail development and "new Boston."

Loew's Orpheum, one of the biggest vaude houses of the old days with elaborate decor, grand staircases, private boxes, and balconies, and even a clubroom, has been sold to a Boston real estate developer.

The house, always the home of major first run Hollywood productions, has had the sale pending for some time. The purchaser is Bertram Druker of the firm of John Druker and Son. Druker would not go into the details of the sale, only to verify that argeements for the purchase have been signed and that the property would undergo a different use than that of a film theatre.

"I would rather not comment on my plans at this time," he said, "but they encompass something that will be of tremendous benefit to the entire downtown retail core."

Several weeks ago, when Druker received court clearance to go ahead with construction of a motel on White Fund property at Park square, he said he would have in a short time another "dramatic announcement" to make. The announcenment related to the theatre property and its reuse plan.

It is known that the Orpheum has been up for sale for some time.

Col. Execs Discuss, View Footage On Impressive Lineup Of Features

NEW YORK—After viewing footage of a number of important forthcoming Columbia Pictures releases, A. Schneider, president of Columbia, declared that the films now being assembled for world-wide distribution constitute the most impressive array of boxoffice product in Columbia's history.

The Columbia president was in Hollywood to preside over a week of meetings at the Columbia Studio before returning to his New York headquarters. Attending the meetings from the New York home office were Leo Jaffe, executive vice-president; Stanley Schneider, vice-president; and Robert S. Ferguson, vice-president in charge of advertising and publicity. Representing the studio in the talks were M. J. Frankovich, first vice-president in charge of global production, and vice-presidents Arthur Kramer and Gordon Stulberg.

Included among the Columbia releases from which Schneider and the other executives viewed footage were Richard Brooks' "Lord Jim," starring Peter O'Toole, James Mason, Jack Hawkins, Eli Wallach, Curt Jurgens, Paul Lukas, Akim Tamiroff, and Daliah Lavi; William Wyler's "The Collector," starring Terence Stamp, Samantha Eggar, and Kenneth More; Stanley Kramer's "Ship of Fools," starring Vivien Leigh, Simone Signoret, Jose Ferrer, Lee Marvin, Oscar Werner, Elizabeth Ashley, George Segal, Jose Greco, Charles Korvin, Michael Dunn, and Heinz Ruhmann; Jerry Bresler's "Major Dundee," starring Charlton Heston, Richard Harris, Jim Hutton, James Coburn, and Michael Anderson, Jr.; The Alan J. Pakula-Robert Mulligan production, "The Traveling Lady," starring Steve McQueen, Lee Remick, and Don Murray; and "Love Has Many Faces," starring Lana Turner, Cliff Robertson, Hugh O'Brian, Ruth Roman, and Stefanie Powers.

The Columbia executives also discussed Columbia's outstanding release program for the next few months, including such films as Robert Cohn's "The NEW Interns," Fred Zinnemann's "Behold A Pale Horse," Robert Rossen's "Lilith," Max E. Youngstein's and Sidney Lumet's "Fail Safe," and Jack LeVien's "The Finest Hours."

The conferences also covered discussions of films slated to go before the cameras in Hollywood within the next few months, including Richard Quine's "Synanon," Harold Hecht's "The Ballad of Cat Ballou," William Frye's "Life with Mother Superior," and James Woolf's "King Rat."

Ferguson Expands Studio Promotional Activities

In line with the accelerated production schedule at the Columbia Pictures studio, Robert S. Ferguson, vice-president in charge of publicity and advertising, has announced an expansion of the company's promotional activities in Hollywood.

As the first step in increasing emphasis on closer liaison between producers and the home office, Ferguson has appointed Jack Atlas, head of the studio trailer department, to the new post of west coast advertising coordinator.

In the new position, Atlas will be involved with the overall advertising approach for all media from inception of a property until the completed picture's release, maintaining constant communication in creative efforts during this period between Hollywood and New York.

To further supplement activities of the studio publicity and advertising department, headed by John C. Flinn, Ferguson announced the assignment of John Thompson, midwest exploitation supervisor, to the newly created position of studio exploitation manager.

"Hey There, It's Yogi Bear"

Sid Zins, permanent Columbia field exploitation expert in the nation's capital, recently impersonated Yogi Bear at a party of the Advertising Club of Washington, D. C., and thus garnered all sorts of attention to the Columbia cartoon feature, "Hey There, It's Yogi Bear."

Theatres Find New Allies In Wake Of Paper Strike

DETROIT—There is a moral to this story—but not the kind you'd expect.

Within 24 hours of the time the newspapers were struck, the Metropolitan Exhibitors of Detroit had 300,000 movie guides in circulation listing information on programs at over 100 houses. When a copy was delivered to your Detroit Bureau, it was noted listings of several theatres were omitted.

This seemed curious. What exhibitor, at a time like this, would pass up such a low-cost best bet? Or why should reputable operators be blackballed?

The answer was neither. It was because "adult bills" were being played. Nor had this anything to do with the attitude of the motion picture profession. It was not a question of propriety of programs, which could be endlessly debated.

It was because hundreds of thousands of the guides were being distributed by the leading super-markets and other stores, and they objected. Their attitudes could also be debated.

The real moral of this story, a lesson to be taken to heart, is the latent power of movies to secure instant allies. Store and other operators, with the absence of newspapers, immediately sensed that availability of the guides would bring increased business.

The immediate reaction of merchants, hotels, and other business has been a revelation.

There is scarcely anything novel about tie-ins. But, nationally, these are sporadic. This episode simply points up, and forcefully, a vast availability more often missed than not.

Technicolor Gets "Hamlet" 21 Days After Filming

HOLLYWOOD — Electronovision performed a feat unprecedented in motion picture history by delivering the completely edited Theatrofilm of Richard Burton's "Hamlet" to Technicolor laboratories for final printing just 21 days after filming the current Broadway hit.

The Theatrofilm version of the play, which will be distributed by Warner Bros., was filmed before a live audience at the Lunt-Fontanne theatre in New York on June 30 and July 1. 90,000 feet of film was edited to the final three hours, five minutes running time.

The filming of the modern-day version of Shakespeare's "Hamlet," which also stars Hume Cronyn, Alfred Drake, Eileen Herlie, William Redfield, George Rose, and George Voskovec, shattered a number of other precedents. Electronic photography for the entire picture was completed within 48 hours; it was the first Broadway play to be filmed utilizing regular theatre lighting and before a live audience during an actual performance.

The special attraction is also unique in that it will be exhibited in over 1,000 theatres this fall during a 48-hour period, with four reserved-seat performances.

The Warner Bros. release was produced by William Sargent, president, and Alfred Crown, executive vice-president of Electronovision, and was directed by Bill Colleran.

Sargent and Crown are currently in Hollywood negotiating for additional attractions to be filmed by the Theatrofilm process later this year.

Industry Mourns Kalmine

NEW YORK—Funeral services were held for Harry M. Kalmine, 68, vice-president and general manager of the Stanley Warner Theatre Circuit and a national leader in motion picture exhibition, at Temple Emanuel. He died at the Lenox Hill Hospital of a heart attack.

Present in the chapel for the services were many of the top figures in the industry. The honorary pallbearers included S. H. Fabian, Samuel Rosen, Nathaniel Lakpkin, Spyros Skouras, Major Albert Warner, Abe Schneider, Milton Rackmil, Benjamin Kalmenson, George Dembow, A. N. Spanel, Ned Depinet, W. Stewart McDonald, Herbert Copelan, Nat Fellman, James Totman, Henry Burger, Charles Smakwitz, Albert Reynolds, Harry Feinstein, Frank J. Damis, William Forman. Also among the mourners were William Heineman, James Velde, H. H. Martin, Milton Pickman, Jerry Pickman, Howard Minsky, Ted Minsky, Rube Jackter, Morris Lefko, Harry Mayer, Sol Gottlieb, Louis Fermato, Al Schwalberg, Pete Kriendler, Ben Smerling.

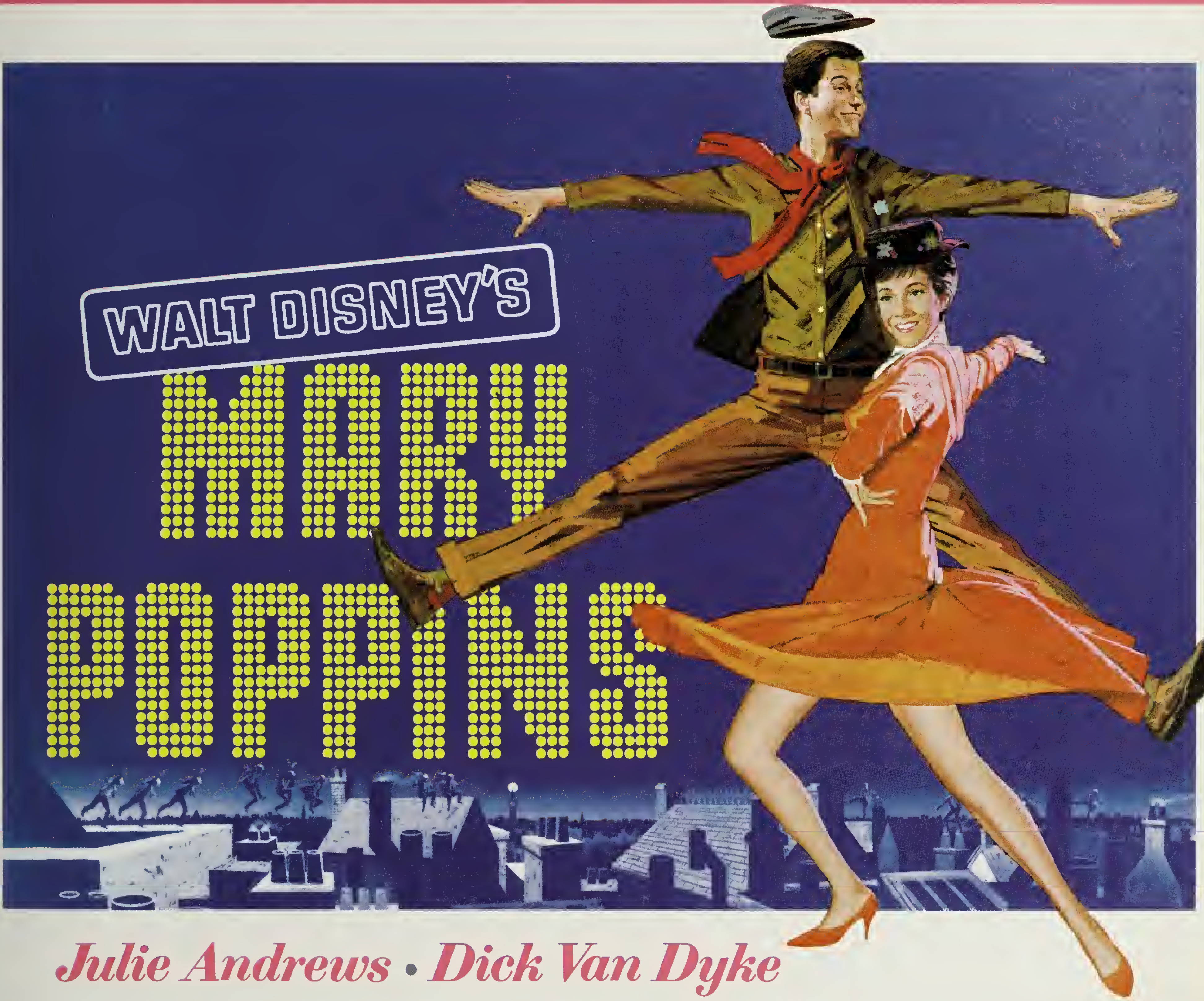
Chasman To Assist D. Picker

NEW YORK—David V. Picker, vice-president of United Artists, announced the appointment of David Chasman as his executive assistant. Chasman, who has been UA's executive director of advertising, assumes his new duties immediately. However, he will continue to function as a consultant to the advertising department.

Prior to being named executive director of advertising in 1962, Chasman was UA's advertising manager, the position he assumed on joining the company in 1960. Before that, he had been an advertising executive with top national ad agencies.

"OUR GREATEST MOMENT"

Buena Vista



Julie Andrews • Dick Van Dyke

David Tomlinson • Glynis Johns

CO-STARRING HERMIONE BADDELEY · KAREN DOTRICE · MATTHEW GARBER · ELSA LANCHESTER · ARTHUR TREACHER · REGINALD OWEN · AND ED WYNN

Technicolor®

Screenplay by BILL WALSH · DON DaGRADI · Based on the 'Mary Poppins' books by P.L.TRAVERS · Co-producer BILL WALSH · Directed by ROBERT STEVENSON · Music and Lyrics by RICHARD M. SHERMAN and ROBERT B. SHERMAN ·

Released by BUENA VISTA Distribution Co., Inc

©1964 Walt Disney Productions

These outstanding theatres have been selected for "Home of Mary Poppins" premieres:

LOS ANGELES	GRAUMAN'S CHINESE	AUGUST 27th
NEW YORK	RADIO CITY MUSIC HALL	SEPTEMBER
SAN FRANCISCO	ST. FRANCIS	OCTOBER 13th
CHICAGO	STATE-LAKE	OCTOBER 14th
CLEVELAND	LOEW'S OHIO	OCTOBER 15th
DETROIT	ADAMS	OCTOBER 16th
PHILADELPHIA	MIDTOWN	OCTOBER 21st
BOSTON	GARY	OCTOBER 22nd
ATLANTA	MARTIN'S CINERAMA	OCTOBER 22nd
DENVER	ALADDIN	OCTOBER 22nd
DALLAS	ESQUIRE	OCTOBER 22nd
HOUSTON	DELMAN	OCTOBER 22nd
ST. LOUIS	LOEW'S MID CITY	OCTOBER 22nd
TORONTO	HOLLYWOOD	OCTOBER 22nd
PITTSBURGH	NIXON	OCTOBER 27th
SALT LAKE CITY	CENTRE	OCTOBER 29th
WASHINGTON, D. C.	ONTARIO	OCTOBER 29th
NEW ORLEANS	MARTIN CINERAMA	OCTOBER 29th

IN FULL STEREOPHONIC SOUND

"OUR GREATEST YEAR ...1964-65"

Buena Vista

Look to the name WALT DISNEY for the finest in family entertainment!

JOYFUL! SONGFUL! DAZZLING!
HILARIOUS! ENCHANTING!

WALT DISNEY'S

MARY POPPINS

STARRING JULIE ANDREWS · DICK VAN DYKE · DAVID TOMLINSON · GLYNIS JOHNS
CO-STARRING HERMIONE BADDELEY · KAREN DOTRICE · MATTHEW GARBER · ELSA LANCHESTER · ARTHUR TREACHER · REGINALD OWEN · AND ED WYNN
Screenplay by BILL WALSH · DON DaGRADI • Based on the "Mary Poppins" books by P. L. TRAVERS • Co-producer BILL WALSH
Directed by ROBERT STEVENSON • Released by BUENA VISTA DISTRIBUTION CO., INC. • ©1964 Walt Disney Productions
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FOR JANUARY—*engagements in selected cities*

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A Once-In-Your-Lifetime Experien
Is Yours To Relive!

WALT DISNEY
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Starring BURL IVES
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From the Story by STERLING NORTH
Directed by HAROLD SCHUSTER · ©Walt Disney Productions TECHNICO
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WALT DISNEY presents **EMIL and the DETECTIVES**

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Associate Producer PETER V. HERALD
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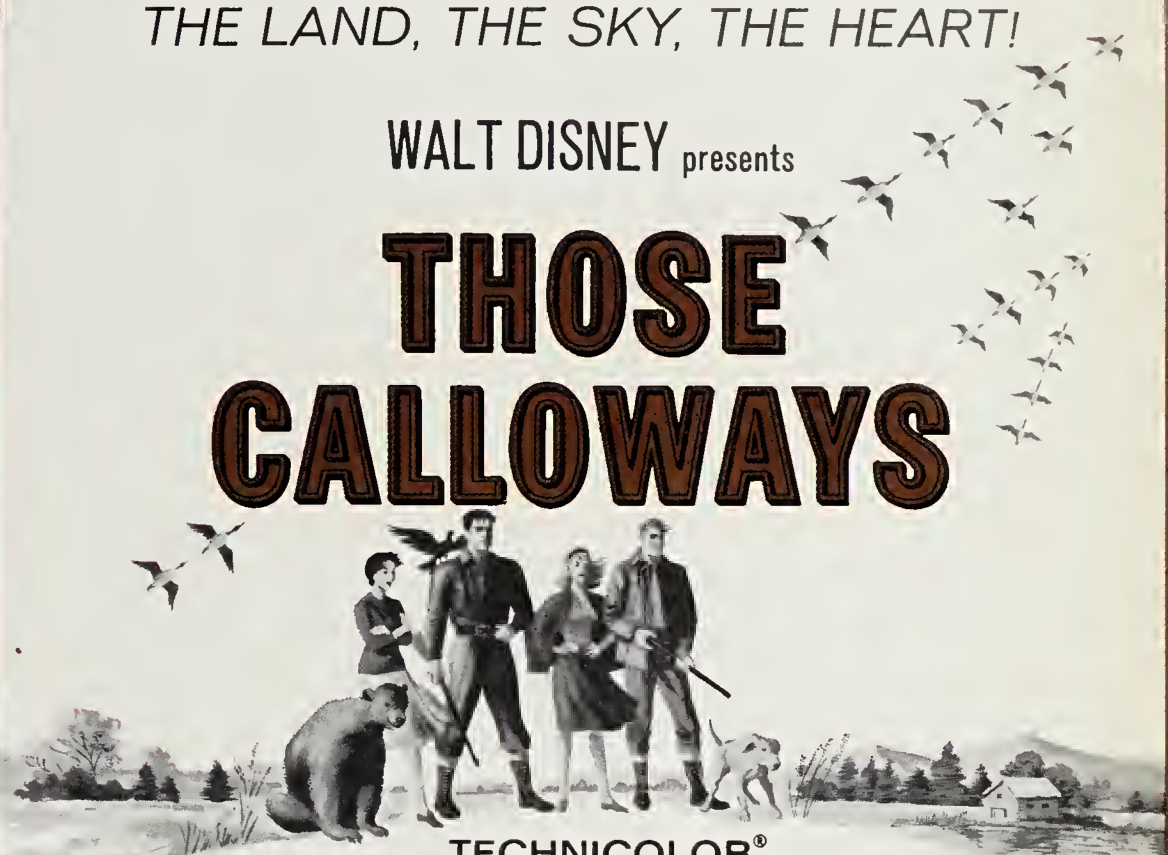
A MOTION PICTURE THAT FILLS THE LAND, THE SKY, THE HEART!

WALT DISNEY presents

THOSE CALLOWAYS



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ASTER 1965

MORE HIGH-FLYIN' HILARITY WITH MERLIN JONES!

WALT DISNEY *presents* **The MONKEY'S UNCLE**

starring
TOMMY KIRK · ANNETTE · LEON AMES · FRANK FAYLEN
Screenplay by TOM and HELEN AUGUST
Based on a story by BILL WALSH
Co-producer RON MILLER · Directed by ROBERT STEVENSON
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JUNE 1965

WALT DISNEY MAGIC... TUNED TO LAUGHTER, ROMANCE AND SONG!

WALT DISNEY'S
CINDERELLA

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With Melodies the Whole World Loves!

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ULY 1965

IN HAYLEY'S WHODUNIT THE PASSWORD TO ADVENTURE IS "MEOW!"

WALT DISNEY presents **THAT DARN CAT**

starring
Hayley MILLS... *some other people and one darn cat!*
Screenplay by THE GORDONS and BILL WALSH
Based on the book 'The Undercover Cat' by THE GORDONS
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Litho U. S. A.

Record Second Quarter Earnings Reported By AB-PT'S Goldenson

NEW YORK—Second quarter earnings from operations for American Broadcasting-Paramount Theatres, Inc., were the highest for any such quarter in the history of the company, Leonard H. Goldenson, president, reported.

These earnings of $2,568,000 represented a 40 per cent increase over the $1,830,000 for the like period of 1963. On a per share basis, this represented 56 cents a share, compared with 41 cents a share last year.

The increase in earnings principally reflected improvement in television and radio broadcasting and theatres. Some benefit was also obtained from the lower 1964 federal income tax rates.

For the first six months, earnings from operations rose to $5,433,000 or $1.19 a share, from $4,219,000 or 93 cents a share for the like period of 1963.

Among company highlights noted by Goldenson in his letter to stockholders was the performance of the ABC Television Network, which achieved higher audience levels than last year both in nighttime and daytime programming.

Two new suburban motion picture theatres were opened during the second quarter, one in Suniland, Fla., and the other in Charlotte. Several other suburban shopping center theatres are presently planned or are in the process of construction. The conversion of a large downtown theatre in New Orleans to two smaller ones, to achieve the best economic and flexible use of the property, has just been completed. The lease on the New York Paramount is to be terminated on Aug. 4.

Recently announced was that AB-PT has financed a filmed production of the widely-acclaimed Broadway stage play, "Hamlet," starring Richard Burton. It will be shown this fall in motion picture theatres throughout the country and Canada in a special two-day showing of four performances.

Also, the May opening of "Fade Out-Fade In" starring Carol Burnett on Broadway gave AB-PT investments in two hit musicals. The other is "High Spirits," starring Beatrice Lillie and Tammy Grimes. Original cast albums of both shows have been released by ABC-Paramount Records and are selling well.

New Rochester Circuit

BUFFALO—William Laney, who went from the management of Loew's Teck here to take on the management of the Loew's Rochester, has resigned that post to become general manager of a budding Rochester theatre circuit.

Laney will be in charge of operations of three Jo-Mar Enterprise theatres, which include the new Stone Ridge, Greece, N. Y., near Rochester; the Coronet; and the North Park Drive-In. The newly-organized operating company is headed by two veteran Rochester theatre men, John Martina, Cinema, and Morris Slotnick, Fine Arts.

They said, in announcing Laney's decision to join their firm, that the company has two more suburban plaza theatres in the planning stage. The exhibitors said that the proposed theatres would be in addition to the theatre that will occupy the Baptist Temple ground floor auditorium after the church congregation moves into its new building in Brighton in January. This would give Jo-Mar the city's largest theatre circuit.

Con Artist "Switches" Bills To Bilk Theatre

MOBILE, ALA.—W. E. Limmroth, general manager, Giddens and Rester Theatres, advises that recently a new cashier at the Florida, Pensacola, Fla., was victimized by the old con game of "switching the change" and as a result ended up $9 short.

Since there is usually a fair turnover in boxoffice personnel, Limmroth thinks that publishing this would undoubtedly prevent some other cashiers from being victimized.

This is the way the flim flam works: A man tenders a $20 bill, gets his change of four one's, a five and a 10. He says he has found a one in his wallet, will you give him a 10 for five ones and a five. He then says he gave you too much change just give him his $20 back; and reaches in and takes it. He then walks away.

Naturally, the thing to do when confronted by this or any other "games" involving changing bills, is to keep a tight hold on the theatre's money and insist that the procedure be started all over again.

Conn. Circuit Dissolves

HARTFORD—What was once one of Connecticut's largest independent theatre circuits—the Strand Amusement Company, Bridgeport—has filed a notice of dissolution with the Secretary of State's office.

The 45-year-old firm has shuttered its last remaining unit, the American theatre, Bridgeport, attributing the move to lack of parking facilities.

At one time, Strand Amusement had eight theatres, all within metropolitan Bridgeport.

All creditors must submit claims to attorney Samuel Schine, Bridgeport, by Aug. 1.

George Halas, left, owner-coach, world champion Chicago Bears, recently signed a contract with National General Corporation's Theatre Color-Vision whereby the Bears' 1964 National Football League home games will be presented in Chicago theatres on closed circuit tv. Shown at right, is Irving H. Levin, NGC executive vice-president and head of his company's Theatre Color-Vision subsidiary; and, standing, George Halas, Jr., Bears' president and general manager; and David B. Wallerstein, right, president, Balaban and Katz Corporation.

Para., Seven Arts Extend Pact With Six New Films

NEW YORK—Paramount Pictures Corporation and Seven Arts Productions have reached an agreement for six more major films, it was announced jointly by George Weltner, president of Paramount Pictures, and Ray Stark and Eliot Hyman, heads of Seven Arts.

With the recently announced "This Property Is Condemned," Paramount and Seven Arts have now entered an agreement for seven forthcoming films. The two companies were previously associated in "Seven Days in May" and "The World of Suzie Wong," and additional projects are in negotiation.

The six new productions in the Paramount-Seven Arts agreement are:

1. **"The Man Who Would Be King."** Rudyard Kipling's classic story will be the basis for a multi-million dollar adventure-spectacle filmed on location in India. With two top male stars in the leading roles, the film will re-unite the "Night of the Iguana" producer-director-writer team of Ray Stark, John Huston, and Anthony Veiller.

2. **"Oh Dad, Poor Dad, Mama's Hung You in the Closet and I'm Feeling So Sad."** The Broadway and off-Broadway stage success is being written for the screen by Arthur Kopit, author of the original play. New and as yet undisclosed screen techniques will be used to achieve the unusual presentation of the stage production.

3. **"Assault on the Queen."** The novel by Jack Finney is the basis for this story of a group of adventurers who attempt a high seas robbery of the Queen Mary. The film will be produced by Stanley Rubin.

4. **"My Last Duchess."** This is a contemporary comedy written by Francis Ford Cappolla from a story by Max Franklin.

5. **"Where The Tiger Sleeps."** Nancy Kwan and a top male star will head the cast of this romantic adventure drama, which will be filmed in color in Hong Kong and Macao locations.

6. **"A Boy Ten Feet Tall."** Edward G. Robinson stars in this completed Technicolor film, which, under the title "Sammy Going South," was the Royal Command Performance picture in England. This drama was produced by Seven Arts-Bryanston and directed by Alexander Mackendrick.

The previously announced "This Property Is Condemned," by Tennessee Williams, will star Elizabeth Taylor, with Richard Burton directing.

Cinema V To New Site

NEW YORK—Donald S. Rugoff, president, and Carl Peppercorn, executive vice-president and general sales manager for Cinema V Distributing, Inc., announced the official opening of the company's new offices. Designed and decorated by James McNair, designer of award-winning Cinema I and II, the offices are located at 595 Madison Avenue.

Lemmon Scholarship Set

LOS ANGELES—Jack Lemmon has established an annual Jack Lemmon Scholarship fund at Harvard University to aid students of the dramatic arts, it was announced by James Reynolds, assistant to the president.

Lemmon is a Harvard alumnus, where he was president of the Hasty Pudding Club as an undergraduate.

Woolner Brothers' Lineup Concentrates On Sci-Fi

LOS ANGELES—Under the assertion that "science-fiction has taken the place of the western as a low budget film of appeal to exhibitors," the Woolner Brothers (Larry, Barney, David) plan a series of sci-fi films aimed in the $125,000 to $250,000 bracket.

Woolner Bros., headquartered in Hollywood and who operate drive-ins in New Orleans, will release all films through Woolner Bros. Releasing Co.

Company currently has Edgar Allan Poe's "Castle of Blood" and "Hercules in the Haunted World" in test dates, and will follow this with the recently completed "Mutiny in Outer Space." "The Human Duplicators" goes before the cameras this month at Producers Studio. Writer Arthur Pierce is partnered with the combine on most projects.

Pierce is now prepping "The Amphibians," "The Automation," and "The Frozen Continent," latter a color spectacle budgeted at $500,000. Plans call for all U. S. pics to be lensed at Producers Studio. Italian co-production is now being sought on "Five Billion Years," to be made in Rome from a script by Pierce. During recent trip to Europe, Woolners purchased U. S. rights to Italo-made "Fashion House of Death," starring Cameron Mitchell and Eva Bartok.

Portland "Twin" Planned

PORTLAND, ORE.—First "twin theatre" for the northwest is under construction with a mid-August opening set, Mrs. J. J. Parker announced. The 438-seat house will be called Off-Broadway, with United Artists' "A Shot in the Dark" as the opening film.

Mrs. Parker plans to single bill attractions and stagger the time schedule with that of the Broadway. The Off-Broadway is located on the mezzanine floor in what at one time was the Broadway's major lobby. During the war years, the mezzanine was converted into a nightspot operated by Leo Jaroff and later by George and Mary Amato as the famous Amato's—one of the west coast's top spots for name attractions.

Designer is Robert Grubb, whose restaurants and office interiors have won awards. He will use turquoise and champagne colors with plenty of drapes.

Equipment being installed includes modern lounge type seating, Norelco projectors, and a 10 by 20 foot screen, which Mrs. Parker believes is proportionately large enough for the size of the house.

Buxbaum Joins Ivan Tors

NEW YORK—Producer Ivan Tors has announced that Jim Buxbaum has returned from his business ventures in Texas to become vice-president of Ivan Tors Enterprises, Inc., Tors is currently filming "Zebra in the Kitchen" and readying three other feature and tv projects, all for MGM.

Buxbaum was previously story editor and associate producer for the 'Sea Hunt" tv series, executive assistant to Ivan Tors, and an attorney with the William Morris Agency.

UA Drive Scores Big

NEW YORK—United Artists vice-president James R. Velde announced that this year's United Artists Weeks Drive had a smashing, near-record total of 23,804 shipments for the period June 28 through July 11.

In recent promotion for Columbia's "The New Interns", Philadelphia's managing director, Fred T. Corletto, presents a "New Interns Day" proclamation at City Hall to three new interns now working and studying in Philadelphia. They are Dr. Robert Miazga, Philadelphia General Hospital; Dr. Marilyn Hughes, also at Philadelphia General; and Dr. Beryl Blue Spruce, Albert Einstein Medical Center.

Redstone Urges Improved Approach To Bargaining

LOUISVILLE, KY.—Edward S. Redstone, president, National Association of Concessionaires; chief barker, Variety Club of New England; member of the executive committee of Theatre Owners of America; and vice-president, Theatre Owners of New England, in an address before the annual convention of International Alliance of Stage Employees and Moving Picture Machine Operators of the U. S and Canada, said: "The new expansion in our industry is now highlighted by the suburban located theatre . . . an orderly continuation of the drive-in theatre expansion . . . This new growth added to the drive-in theatre ultimately will all but destroy the outmoded, poorly equipped downtown theatre located in the crowded heart of so many cities . . .

"I question whether free collective bargaining has outlived its usefulness in its present form . . . One problem is long periodicity resulting from widely spaced negotiating sessions. Top management and top labor are not exposed to each other often enough. Essential rapport is hard to establish. A related difficulty is that bargaining is concentrated into a time span too brief to allow careful resolution of deep and complicated issues. Collective bargaining is typically directed at a strike deadline. Sometimes, this is the only threat that will move either side away from its initial position. But that deadline augments time pressures more. Also, strategy per se tends to become a preoccupation; all too often, there are simply not enough facts marshalled to work out disagreements logically. It is easy for each side to become so wedded to its own information that there can be no agreement on what are the true facts.

"Aggravating the situation further are environmental pressures caused by increasingly involved issues and side issues. I'm confident that there is too much desire on both sides to protect private bargaining rights for collective bargaining to come to an end. But, I do suggest that we give serious consideration to various forms of continuous discussion as a means of modernizing and improving unsatisfactory features of collective bargaining. For, I fervently hope that a modern aggressive motion picture industry is here to stay—so let us turn our attention to our joint betterment."

IA Delegates Support Federal Subsidy Proposal

Delegates to the IATSE convention adopted a resolution urging federal subsidies for the film industry, and the delegates also came out in favor of a Congressional investigation of the adverse effect of the consent judgments on the motion picture business.

President Richard F. Walsh was urged to press for such an investigation, but it was stressed that he undertake such action without the cooperation of any exhibitor groups to avoid possible legal entanglements.

The delegates endorsed a resolution opposing the tariff on finished positive film.

Also approved was a resolution calling for the formation of a committee to explore the establishment of a day center for retired IATSE members, as well as one urging that efforts be made to obtain more government film business for private laboratories; and one voicing support for medical, surgical, and hospital care under social security.

The delegates defeated moves to name vice-presidents on a craft basis and to make membership in the locals in the IATSE districts voluntary instead of mandatory. Bids to have the Taft-Hartley and Landrum-Griffin Acts repealed were referred to the general office for action.

There was no concurrence on a proposal to make the benefits of the Hollywood pension plan available to production workers nationwide.

The NEW YORK Scene

By Mel Konecoff

BEATLEMANIA HIT the New York area with the impact that only thousands of energetic and almost dedicated youngsters could muster as tickets were placed on sale for two premiere performances of "A Hard Day's Night" at 20 Premiere Showcase theatres in the area. A seat was guaranteed every ticket holder. No personal appearances were promised, only the chance to see the film with the Beatles before it started its regular run the next day.

We wandered over to the Astor on Broadway, one of the participating houses, and found a substantial line awaiting the start of the sale with an occasional adult in among the youngsters, many bearing signs with such legends as "Ringo For President," "We Love The Beatles." They wore Beatle pins and sang with the music from the picture being piped over the theatre's loudspeakers, screaming and waving for the benefit of radio reporters and photographers from the city's newspapers, wire services, and even the newsreels. Shortly before ticket time, a school bus loaded with teens from Mount Kisco, N. Y., pulled up to disgorge still more Beatlemaniacs. UA executives on the scene suggested to the theatre that a limit of four tickets be sold to any one purchaser so that others on the long line would not be disappointed.

Out in Brooklyn, the Fox was surrounded by squealing fans early in the morning, and it was decided to place the ducats on sale at 9:30 a.m. instead of waiting until the 11 a.m. start because many in the area were getting edgy, what with the riots being current in the Negro areas. Police thought it might be a good idea to decrease the crowds as much as possible. Also, the kids were becoming a traffic problem to the downtown business district.

At the Trans-Lux East, Manhattan, which is normally classified as an art house, it wasn't expected that the crowds would be sensational, but by six a.m. a sizeable crowd was besieging the boxoffice, and police suggested that the line was a detriment to normal business and traffic and that some tickets should be sold. 300 were gobbled up in a hurry, and the others had to wait for the official sales start two hours later.

How did all this start? A number of weeks ago, Fred Goldberg, vice-president, and Gabe Sumner, national director of advertising and publicity, came up with the idea of the previews for sale following a number of meetings at just about the time producer Walter Shenson sent on some similar thoughts from London. It was decided to test the plan in Toronto, where only four theatres were tied-in out of the group that was to play the film. Ninety minutes later, all the tickets were sold. From that point on, the plan no longer was a test but a policy, and flashes from around the country, where it is being utilized, indicate widespread success similar to that of the New York operation.

Goldberg told us amid the noise and showmanlike confusion in front of the theatre that $90,000 could be in the till as a result of this move before anyone has even seen the picture in just the New York area alone. Abroad in Italy, where roadshows and advance sales just don't do too well, advance sales for the Beatle film are comparable to results elsewhere. In Hong Kong, 95 per cent of the tickets were sold the first day. In Frankfurt, Germany, 700 out of 1,200 available tickets were sold within an hour after the boxoffice opened.

Incidentally, the drive-ins could not participate in the advance sale gimmick because tickets would be sold at entry based on the number of people in each car. The opening preview day figure may well be higher when these admissions are included. A late afternoon count indicated that all of the seven p.m. tickets were sold, with the total at that moment of 40 per cent of he available tickets sold.

An interesting observation to note is that here as well as everywhere else, a minimum amount is being spent on advertising in the public media. Instead, tie-ins with local radio stations and newspapers, with free tickets being offered as prizes, are getting all the publicity needed. In New York, there were subway advertisements. Otherwise, UA bought only one ad in each paper, which ran the day before the advance sale. The results were phenomenal.

The scene on Broadway reminded us of the era of Benny Goodman, Frank Sinatra, etc., but then these people had talent, whereas the Beatles have a magnetism that is showmanlike in its attraction. Whatever, it's paying off in a big way.

THE METROPOLITAN SCENE: Universal Pictures hosted a Polynesian press reception at Trader Vic's in honor of Joe Flynn, Tim Conway, and Carl Ballantine, the funny crew in the feature and tv show, "McHale's Navy" . . . Joe Levine hosted a party at the Four Seasons Restaurant for Robert Taylor, who stars in his forthcoming "A House Is Not A Home," which is scheduled to open next month. . . . Next week should see Cinema Distributors of America opening a New York office at which general sales manager Clayton Pantages will headquarter. It will also contain I.B.M. monitoring equipment as well as a projection room. . . . We almost weren't invited to the New York premiere of "Good Neighbor Sam" at the World's Fair, where "Sam's Thing," a three-ton pile of operating junk, was to be given away as a door prize after having been on exhibition at the Better Living Center. Maybe the people at Columbia thought we had our own pile of junk, which we have, and didn't need another. . . . The Journal-American had a nice story on Will Rogers Hospital as did Newsday's Mike McGrady. . . . In the Philadelphia area, Capitol Film Distributors acquired exclusive distribution rights to the Technicolor Scotch film, "Over The Sea To Skye." Al Sherman is American representative for the Scot film producer. . . . Mary Price, secretary to UA publicity manager Mike Hutner, wrote the office from Denmark while on a three week tour that even this reporter would be flabbergasted by the food there. We're ready, willing, and waiting to make the test. . . . Jesse Zunser, erstwhile editor and movie critic of Cue Magazine, air mails that he saw the story we did on him abroad and offers a scoop—he's actually paying his own way across Europe and Paris is a beautiful city.

Filmways' Earnings Triple Same Period Last Year

NEW YORK—Net income after taxes of Filmways, Inc., for the nine month period ended May 31 amounted to $242,489 or 39 cents per share, as adjusted for the three per cent stock dividend paid June 12, it was announced by Lee Moselle, president of the television and motion picture production company. This sum, which compares with $83,966 or 14 cents per share for the corresponding period in 1963, as adjusted, represents earnings of approximately three times those for the comparable nine months in the preceding year.

Filmways' television shows on the networks will be increased to four this fall with the addition of "The Addams Family," which goes on the air via ABC, Friday nights beginning Sept. 18.

Filmways' motion picture activities under Martin Ransohoff, chairman of the board, have been increasing. Elizabeth Taylor and Richard Burton have been signed to star in "The Sandpiper," an MGM release to be directed by Vincente Minnelli, with production to start in September. "The Cincinnati Kid," starring Spencer Tracy and Steve McQueen, goes into production in the fall. Currently filming is "The Loved One," which Academy Award winner Tony Richardson is directing for MGM release with Jonathan Winters, Robert Morse, Anjanette Comer, Rod Steiger, and John Gielgud heading a star-studded cast.

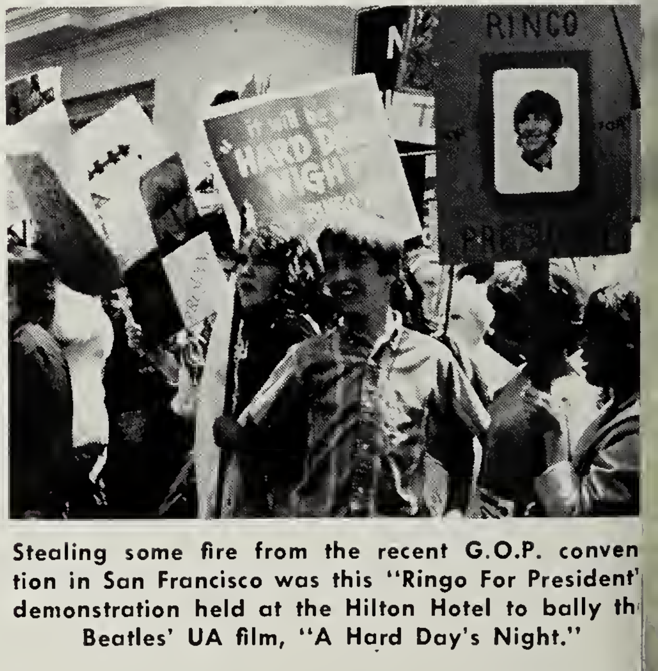
Filmways' "Topkapi," produced and directed by Jules Dassin, starring Melina Mercouri, Peter Ustinov, and Maximilian Schell, will be released through United Artists this fall.

"The Americanization of Emily," starring James Garner, Julie Andrews, and Academy Award winner Melvyn Douglas will be released by MGM at the end of the year.

Weltner To Hollywood

HOLLYWOOD—George Weltner, president of Paramount Pictures, and Edwin L. Weisl, chairman of the company's executive committee, are here for extensive studio conferences. The trip, Weltner's first to the coast since his election to Paramount's chief executive office, is focussed on the company's immediate and long-range production program.

Martin Davis, Paramount vice-president in charge of advertising and publicity, accompanied Weltner and Weisl.



Stealing some fire from the recent G.O.P. conven tion in San Francisco was this "Ringo For President' demonstration held at the Hilton Hotel to bally th Beatles' UA film, "A Hard Day's Night."

arnie" is MAGNIFICENT!

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ll-time record in St. Louis---Terrific in St. Paul reat in Minneapolis---Outstanding in Savannah ow on its way to record-breaking business verywhere!

ALFRED HITCHCOCK'S

"Marnie"

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starring 'TIPPI' HEDREN · SEAN CONNERY

Co-starring DIANE BAKER · MARTIN GABEL Screenplay by JAY PRESSON ALLEN · From the Novel by WINSTON GRAHAM ·

Directed by ALFRED HITCHCOCK · A Universal Release

UNIVERSAL CITY STUDIOS

LONDON Observations

By Jock MacGregor

Mail Strike Provides Long Lunches

THE POST STRIKE and go-slow has caused inconvenience rather than chaos, with mail taking up to 10 days to travel a few miles. Additionally, it would almost seem that sorters have studied all letters, delivered the unimportant, and delayed anything of interest. A trickle of two or three lettrs against the usual 15-20 or more daily to this bureau has considerably cut the desk work and encouraged longer lunch breaks. This was a boon when Prince Phillip, Duke of Edinburgh, lunched with the Variety Club, and after mingling with industry leaders and stars, took his place on the top table between International Officer C. J. Latta and Chief Barker David Jones. It was among the best attended, most successful, and enjoyable functions in the Tent's history, from the handing over of the 19th and 20th Sunshine Coaches to the speeches, which ranged from the light heartedly irreverent of the comedians to the serious on tv in the evening. I suspect the wives took full advantage of this to see just what goes on at these strictly stag affairs. None can have been prouder than Lucille Latta when she heard His Royal Highness refer, as affectionately as any other Barker, to her husband as "CJ."

SIR PHILIP WARTER has now presented the full figures behind Associated British Picture Corporation's record year with a net profit of $14,621,600. This is more than double the figure for 10 years ago. In addition to studio, distribution, processing, tv, and other interests, they now control 277 theatres, 11 bowling centres, and 16 bingo halls. He believes the money invested on maintaining and modernizing theatres places ABC in a strong position to attract the increasing numbers of people who want to see good films in clean, comfortable surroundings, and get a sense of occasion for thier nights out. Sir Philip pulls no punches in revealing that the studio overhead — the "factory" deficit as he calls it— is up to $901,600, due to increased overheads and a reduction in the usage of stages in the second half of the year. He does not see how this can be improved without general trade agreement for substantial increases in rental charges. The tv company has achieved its highest results. His confidence in the corporation's future growth and success is based on a belief in the future of the cinema and a determination to continue to use their considerable experience and financial resources to carry through the program of modernization; a belief that tv is still only in its early stages and that ABC TV has a great potential provided it maintains its adventurous spirit in developing programs, engineering, and selling; a policy of taking advantage of developments in the entertainment field that fit in with their operations and can be fully exploited by their executives and staff.

MANY CRITICS hail Jack Clayton's "The Pumpkin Eater" as a masterpiece, but I found this slow moving story of a marriage which has gone sour a repellant bore. I am old fashioned enough to like movies to be entertainment for the masses—our not entirely faithful audience but still more reliable than the self styled intellectuals who occasionaly deign to see a flick if it is considered fashionable and the mood moves them. Clayton lovingly explores the drama with his camera, floating from incident to incident, and including much material and dialogue that is so foreign to cinema traditions that I feel exhibitors, particularly those catering to family audiences, should personally see the film before booking. The performances of Anne Bancroft, Peter Finch, and James Mason are distinguished. It is the cinema's true loss that such unquestioned talent cannot select subjects which will give the utmost pleasure to the widest audiences, and handle them so that everything is clear to all moviegoers.

ON THE SUCCEEDING NIGHT at the preme of Sam Bronston's "Circus World" ("The Magnificent Showman" here) I was much happier. It is not a picture that will gain critical plaudits, but it will give enormous pleasure to millions of faithful patrons. It is old fashioned. There is no psychiartrist's couch—a girl really is on a tightrope. With its glittering cast headed by John Wayne, Rita Hayworth, and Claudia Cardinale, great spectacle, and straightforward excitement, it is a hunk of real entertainment. My happiest experience of the week was attending the preme of "Go Kart Go" at the Saturday morning ABC Minors Matinee at the ABC, Richmond. This is the first of the Children's Film Foundation's features in which extra regard is being paid to production values. It was produced by George Brown, and I wish he could have pulled himself away from supervising editing his "Guns at Batasi" for 20th Fox to hear the reception for this highly imaginative yet uninhibited romp. How the young audience cheered the virtuous and hissed the evil! It would be good for those obsessed with the kitchen sink and beyond to sample such an audience and get realigned about values. They may be only kids, but are they not reflecting the sentiments expressed in their homes?

FROM RICHMOND it was West to Glebelands, the Cinema Trade Benevolent Fund's beautiful country home, where the annual garden party was again interrupted by torrential rain. As some compensation, C. J. Latta and David Jones offered a $1400 Variety Club check. Even so, the stalls and sideshows mounted by Film Industry Publicity Guild members did a brisk trade, with the many trade personalities who passed the Ascot Race course en route without stopping. . . . Lest anyone get it wrong since the Variety Clubs International may benefit from premes of Richard Brcok's "Lord Jim," it should be stressed that the film is based on Joseph Conrad's classic and is not the story of how Jim Carreras became the first Briton to be elected International Chief Barker.

ALLIED-TOA

(*Continued from page 8*)

"An era of expansion and prosperity for the motion picture industry which now seems possible through greater public acceptance of motion picture entertainment, increasing attendance, and the construction of new theatres is being threatened by the uncertainty and instability in the obtaining of product which now faces every theatre owner.

"Present chaotic conditions in the release and distribution of pictures will result in the wholesale destruction of theatre investments if not halted.

"Rules and regulations governing the sale and distribution of product must be reestablished. Hopefully, this should be done by the industry itself. However, if the film companies cannot be persuaded to exercise self-restraint and consideration for the consequences of their actions, theatre owners will obviously have to request the Courts and Congress to spell out the ground rules within which the industry is to function.

"There is an obvious and urgent need for a Code of Ethics and Fair Trade Practices in our business. Allied is presently at work on a proposed Code for the motion picture industry. All exhibitors and exhibitor associations are urged to participate and assist in the preparation of this document.

"When there is agreement by exhibition on a Code, it will be submitted to each of the film companies for evaluation and suggestion. No doubt the film distributors will also wish restrictions placed upon certain unethical and uneconomic practices on the part of exhibition. Proposals that are reasonable should willingly be incorporated into the Code.

"Upon ratification by the film companies and by exhibitor associations, the industry will finally have a definite and tangible set of ground rules for the conduct of its business."

Continental Ups Platt

NEW YORK—Milton Platt has been named the new general sales manager for the Continental Distributing Division of Walter Reade-Sterling, Inc., it was announced by Irving Wormser, president of Continental.

Platt has been serving as acting general sales manager for Continental since last April. Platt has been with Continental for seven years, joining the company as western sales supervisor, then becoming an assistant to the general sales manager, and finally assistant general sales manager.

Seen at the recent testimonial dinner honoring Samuel E. Diamond, newly appointed eastern division manager of 20th Century-Fox, and Bennett Goldstein, new Philadelphia branch manager of the company, were, left to right, Goldstein; Joseph M. Sugar, vice-president in charge of 20th-Fox domestic sales; and Diamond.

ALBANY

Duane Films, Inc., made a change in name to Del Tenney Productions, Inc. This is one of two motion picture companies recently incorporated to conduct business in New York City care of Iselin-Tenney Productions. . . . Theodore Moisides, manager, Delaware, Stanley Warner art house, is vacationing in Greece and is due back Sept. 1. Richard Kelly, from downtown Strand, temporarily replaced him. . . . Sidney Sommer, manager, Troy, Troy, is vacationing in Nova Scotia. . . . Joe Sherman, Aust's Open-Air, South Glens Falls, continued to offer "uncirculated Kennedy half dollars" in change. . . . Fulton County Fair Commission cochaired by Seymour L. Morris, publicity director, Schine Hotels, and including Chris Pope, Schine Theatres' booker, as coordinator for Gloversville Chamber of Commerce, is producing "Leather Goes Everywhere" at the World's Fair in New York on Aug. 26-27, when Fulton County will be honored. Illustrating the county's position as leader in the world's leather industry, the show will be a history of that trade from Revolutionary War period to the present.

ATLANTA

Film star Jack Palance and his family were innocently involved in an unfortunate Civil Rights demonstration at a Tuscaloosa, Ala., theatre when a crowd of white persons thought he was joining in an integration attempt. The theatre has been integrated; but the mob threw bricks and other missiles at the marquee, cashier's booth and lobby before being dispersed by tear gas and fire hoses. Elsewhere, the manager of the theatre in Winder, Ga., said he would close the house before he would integrate it. . . . Funeral services for I. G. Holloway, 74, popular theatreman in Lexington, N. C., were held in Lenoir, N. C. His death came after a long illness. He had managed theatres both in Lexington and Lenoir. . . . Connie Francis, star of MGM's "Looking For Love" visited, did numerous radio interviews and attended a press luncheon at the Americana Motel. . . . New at Warner Brothers exchange is booker William E. Spensley, transferred from the office in New York. . . . Another new staffer at Warners is Glenda Merritt in the booking department. . . . Local WOMPI held a luncheon at the Y.M.C.A. . . . Linda Harper, Allied Artists, and Joel Crane were married and left for a Florida honeymoon. . . . R. L. Baker announced plans for a $10,000 remodeling of the Webb, Gastonia, N. C.

BOSTON

Around Film Row are many visitors. Among them was Arthur Rosenbush, manager, who has opened the Nashua, N. H., Drive-In on a nightly schedule. The theatre is owned by the Independent Amusement Co. of Boston. During the off-season, Rosenbush assists at the Capitol Bowling Lanes, Fall River, Mass. . . . Boston is going after a World's Fair in 1975, and a fund raising campaign is underway among the city's top businessmen and civic leaders, with many members of the motion picture industry here involved. . . . Because of its showing at the Paramount, downtown Boston, "Demo Derby," the 28-minute action featurette written, produced, and shot in New England by Jim Pike, Pike Productions, has been booked into more than 75 theatres throughout the region, Eddie Ruff, Edward Ruff Film Associates, distributor of the film, reports. . . . While there has been a paucity of tourists and the expected spillover from the New York World's Fair failed to materialize, the weather itself has been the best boost for Boston exhibitors, with rain and cool weather helping to build film grosses. . . . American International Pictures and WBZ radio station are running a star search contest through Aug. 8, with the winner receiving a role in a new AIP picture, "Pajama Party," with Tommy Kirk and Annette Funicello. The contest is being promoted in conjunction with the latest AIP release, "Bikini Beach," set for opening on multiple run in mid-August in the New England area. Bruce Bradley, WBZ radio disk jockey, is handling the radio promotion. Harvey Appell, AIP branch manager here, is pulling out all the promo stops in the campaign to pick a winning film star from the area. Half page advertisements for the contest are being taken in Boston newspapers by WBZ and AIP.

BUFFALO

"Keep the ball rolling," said Bob Sokolsky in Focus, the entertainment section of the Courier-Express, after pointing out that the 37th annual convention of the Variety Clubs International, held in Buffalo, brought leading personalities from five nations and every phase of the entertainment business to Buffalo and a lot of good will promotion to the city. "It also brought a fine excuse to keep this promotional ball rolling by seeking a means to make that attention an annual affair," said Sokolsky. "In that respect, an obvious path is open. A Variety convention could not be held in the city every year, but a film festival could," continued Bob. "Such festivals have appeared throughout the country, and when well handled, have been assets to their communities. If other locales could accomplish this, Buffalo with some natural project aids,

THIS AD WILL STOP 'EM AND SELL 'EM!

She had everything a rich woman could want---everything but her lover's death.

20th Century-Fox presents
INGRID BERGMAN & ANTHONY QUINN
"THE VISIT"
Co-starring IRINA DEMICK/PAOLO STOPPA/
Produced by JULIEN DERODE & ANTHONY QUINN/
Directed by BERNHARD WICKI/
Screenplay by BEN BARZMAN
CINEMASCOPE

One in a series of provocative ads for 20th's big September release!

could duplicate the success, particularly now that major show people have seen what can be offered. The late June or early July period could be ideal for such a festival," declared Sokolsky, "attracting both local and out-of-town film fans. The city has several theatres for the project, and in addition, Buffalo has branch offices for every major film company. It is also the headquarters for the Allied Theatres of New York State." . . . Police in Salamanca, N. Y., have statements from 17 boys and girls, 14 through 18, admitting they had been in the closed Andrews theatre between June 6 and 16 when hundreds of dollars damage was caused. Police Chief Kenneth C. McClune said that more than 40 youngsters have been questioned about the entries. When the investigation is complete, charges will be filed in City Court and Cattaraugus County Family Court. Chief McClune said the 20 by 30 foot fiberglass screen was punctured and torn, stage curtains and draperies ripped down, a water fountain torn out, contents of two fire extinguishers sprayed over carpeting, 150 light bulbs smashed, and both motion picture projectors tampered with. Entry was through a 10-foot high window on the Allegheny river side of the theatre, which has been closed for a long period. Max Andrews, Olean advertising executive, is the owner. The house was last leased to the Schine circuit, which operates the Seneca, Salamanca.

CHARLOTTE

Charles H. Lewis, manager, Center, Durham, N. C., was elected president of the North Carolina Association of Alcoholic Beverage Control Boards. He is a member of the Durham ABC Board. . . . The Watts, Williamston, N. C., which posted a sign on its front following passage of the Civil Rights Act saying it would close due to "unsettled conditions," failed to do so and was quietly integrated without incident by a test team. . . . Motion picture houses at Goldsboro, N. C., integrated quietly following enactment of the Civil Rights Bill, the Goldsboro Bi-Racial Council reported. The Council said most restaurants, hotels, motels, etc., also had complied with the law without incident. Goldsboro had been the scene of massive racial demonstrations in the past in unsuccessful efforts to desegregate downtown facilities.

CHICAGO

Jack Goldstein, national director of advertising and publicity for Allied Artists, conducted an advertising and promotion seminar for the film, "Station Six Sahara," at the Ascot Motel. Hosts were Dave Wallerstein, Harry Lustgarten, and Eddie Seguin, Balaban and Katz Theatres; Si Griever, Griever Circuit; Ralph Smitha, Essaness Theatres; Herb Sullivan, Alliance Circuit; Jack Rose, Indiana-Illinois Theatres; Carl Hayl, James Coston Circuit; Jack Clark, Allied Theatres of Illinois; Dost Rist, Kerasotes Circuit; and Richard Beck, Oriental. Among those in attendance were Harry Mintz and Aaron Shlesman, Stanley Warner, Milwaukee; Ev Seibel, Minneapolis Amusement Co., Minneapolis; Maurice Smith, Commonwealth Theatres, Kansas City; Don Knight, Tri-States Theatres, Des Moines; Budd Shulberg, Stanley Warner, Pittsburgh; Dick Wright, zone manager, Stanley Warner; Rex Carr, Y and W Circuit, Indianapolis; and from Allied Artists—Ernest Sands, general sales manager; Nat Nathanson, assistant general sales manager; Vic Bernstein, Chicago exchange; Meyer Kahn, Milwaukee exchange; Irving Marks, Minneapolis exchange; Frank Thomas, Kansas City exchange; Martin Grassgreen, Cleveland exchange; Nat Levin, Detroit exchange; Haywood Mitchuson, Indianapolis exchange; and Milton Gurian, Cincinnati exchange. . . . Tom Gorman, B and K publicity staff, is receiving congratulations on the recent arrival of his daughter, Kelly Lynn. . . . Recent deaths of members in Motion Picture Operators' Union, Local 110: William Tross, Arthur Jung, and Ora D. Bebb.

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ANNUAL CONVENTION

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August 3 thru August 6

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885-5211 (Buffalo)

CINCINNATI

Associated Theatres and Cincinnati Theatre Co. opened the new streamlined Studio, Middletown, O., playing "What A Way To Go" to an enthusiastic audience. On the previous day, Marshall Fine and Leroy Kendis, Associated Theatres executives, Cleveland; Jack Haynes, general manager, and Bob Rehme, publicist, Cincinnati Theatres, assisted house manager William Cornn at a house-warming attended by city officials, business executives, the press, and other guests. . . Mrs. Catherine Jones, Waverly, O., exhibitor and one of the long-timers in the area's motion picture business, died June 30. . . . Larry Thomas, while studying at the College of Music, University of Cincinnati, is booking and buying for his father, Grant Thomas, Fayettesvill, W. Va. . . . The Plaza, Norwood, O., which operated an art policy during the past six months, has reverted to the general policy with the Frank L. Weitzel office doing the booking and buying. . . . The Cincinnati couple who were winners in a contest conducted during the three-week run of "Man's Favorite Sport" at Keiths last March, left the Greater Cincinnati Airport for an all-expenses paid, one-week trip to Denmark.

COLUMBUS, O.

Mayor Maynard E. Sensenbrenner, other city officials, and officers and members of the Franklin County Historical Society were guests at the unveiling of the historical plaque on the facade of Loew's Ohio, commemorating the fact that the old Columbus City Hall once occupied the site. Manager Sam Shubouf cooperated with the society in staging the event and obtained a wire from Debbie Reynolds, star of "The Unsinkable Molly Brown," congratulating the society. . . . Herman Hunt announced that "My Fair Lady" will open Christmas Day at Hunt's Cinestage. . . . Cloverleaf Club of St. Anthony Hospital will sponsor the premiere of the Cinerama feature, "Circus World," Aug. 12 at RKO Grand. . . . Screen actor Ty Hardin and screen actress Nobu McCarthy are seen with television's Henry Morgan in "The Teahouse of the August Moon" July 28-Aug. 2 in the Kenley Players' stage production at Veterans Memorial.

DALLAS

Jack Goldstein, national director of advertising and publicity for Allied Artists, was in Dallas to screen the studio's newest film, "Station Six-Sahara," starring Carroll Baker. He was also host at a luncheon for Dallas area exhibitors and film buyers, as well as press, radio, and television representatives. . . . Comedian Bob Hope has accepted an invitation to be an honored guest at the 46th American Legion national convention in Dallas this September. He will appear during the convention's Drum and

Bugle Corps contest Sept. 20 in P. C. Cobb Stadium. The contest will be open to the public. Since the early days of World War II, Hope has entertained more than 10 million American servicemen overseas. . . . Charles Boasberg, president of the Paramount Film Distribution Corp., visited Dallas accompanied by Herbert Gillis, 1964 captain of the annual sales drive for Paramount. . . . Donald O'Connor took time off from his busy schedule as the star of the Dallas production of "Little Me" to make a personal appearance at a special motion picture showing for Dallas underprivileged children. The picture was "The Wonders of Aladdin," starring O'Connor, and the performance was at the Palace. . . . The Variety Club of Dallas will sponsor a benefit preview of "My Fair Lady" on Nov. 11 at the Tower. Proceeds will be utilized to pay for a Sunshine Bus, the fourth to be built by the local Variety Club.

HOUSTON

In-flight television and movies will be offered on American Airlines' new Astrojet, scheduled between Houston and San Francisco starting Aug. 16. The new movie-television projectors will be at each seat in the first-class cabin of the Astrojet. The passenger will be able to watch local area television, in-flight movies, or through a special camera in the nose of the airplane, scenery and points of interest that normally only the pilot can see from the plane. If he wishes, the passenger can turn off his set, or if he likes to relax to music, there is a stereo that will give him either classical or popular music. . . . "A Hard Day's Night," the first full length film by the Beatles is scheduled to open on Aug. 13 at the Metropolitan. . . . Charles Payne, managing director of the Windsor Cinerama, welcomed "Circus World" on July 23. "Becket" closed after a 13 week run. . . . Richard Melton, manager, River Oaks, posted the closing notice for "Tom Jones," in its 23rd week at the theatre. Peter Sellers' "The World of Henry Orient" was to follow. . . . Guy Price, manager, Oak Village, presented a Kiddie Kartoon Karnival Saturday, a regular feature each week with prizes, gifts, and games to the youngsters attending. The Bellaire also schedules a regular Kiddie show each Saturday morning at 11 a.m. . . . The King Center points out in its newspaper ads that kiddies are admitted free to the current showing of "How the West Was Won," which is being shown at the D-I at the price of $1 for adults.

JACKSONVILLE

Howard Pettengill, advertising executive from Miami, spent a few days with Sheldon Mandell, co-owner of the Five Points, to work out a promotional campaign which launched the north Florida premiere of "Circus World" in Cinerama. . . . Patty Hart, daughter of WOMPI leader Mary Hart, is now a member of Art Castner's concessions staff at the suburban Edgewood. . . . Ed Bledsoe, Universal salesman, and Harry Clark, Allied Artists salesman, both returned to their home bases after lengthy tours through the hinterlands. . . . Henry Harrell, 20th-Fox manager, and his staff have achieved a fast-spinning orbit during the first stage of the company's Blast-Off Drive which extends from June 21 to Dec. 26 with $50,000 in prize money up for grabs among the 20th-Fox domestic branches. . . . The first 10-day period following President Lyndon B. Johnson's signing of the Civil Rights Act produced no violence or incidents of any sort in Jacksonville as small groups of Negroes integrated many places of entertainment, restaurants, and other types of public accommodation. This was also typical of Florida's other large centers of population, with outbreaks of racial violence restricted to small towns and cities such as Pahokee, Plant City and Lake City. . . . A groundbreaking ceremony was held in Neptune Beach for the Neptune Beach Theatre, to be erected at Penman Plaza Shopping Center at the intersection of Penman Road and Atlantic Boulevard, according to Thomas H. "Tommy" Hyde of Vero Beach, general manager of Kent Theatres, Inc. The new indoor house will be constructed by Demetree Builders, Inc., and will be leased to Kent. It will have a seating capacity of more than 800 and will feature the latest in sound and motion picture equipment. A first-run motion picture policy will prevail, Hyde added. The first shovelful of dirt was turned by the mayor of Neptune Beach, John "Jack" Futch, who is a brother-in-law of Fred Kent, a Jacksonville attorney who owns Kent Theatres. Scheduled for opening about January 1, 1965, the Neptune Beach Theatre will become Kent's fifth theatre operation in Duval County. The circuit now operates the Beach Theatre at Jacksonville Beach and the Southside, Main Street and Blanding drive-ins at Jacksonville. Kent also has about 20 other Florida theatres which extend from Tallahassee in north Florida to several south Florida communities.

In a scene from the Philadelphia version of "The Agony and the Ecstasy," George Beattie admires the lush foliage adorning the chin of brother Schuyler. Both are executives with William Goldman Theatres. Schuyler spent much of his time at the local dinner honoring Fox sales executives Sam Diamond and Bennet Goldstein denying that he was Dr. Schweppes.

MIAMI, FLA.

Capt. John W. Johnson has opened the nation's first airport newsreel and short subject motion picture theatre at Miami International Airport. Newsreel, sport, travel, and comedy shorts will be shown continuously, night and day, seven days a week in the 125-seater. Admission is $1.00 for adults, 50 cents for servicemen, and 25 cents for children. In case of "delayed flights," airlines may make theatre available to patrons free of charge. . . . Two Negro youth picketed the Thunderbird Drive-In in Ft. Lauderdale, in protest of films being shown. Annette Moton, president of the NAACP Youth Council, said the main purpose of the action by their group in cooperation with the Panther Du-Righters, was to protest against movies that are "unfit" for

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Theatre Installations and Maintenance

young people. "We have observed young people in the movies and around the movie area which advertised for adults only," she said. "These young people see what is going on in films and take the idea that if the actors can do it—why can't they? John Roach, president of the Du-Righters stated "We will picket when we feel it is necessary until something is done to stop this disgraceful display of movies." . . . Racial unrest started in Pahokee when Negroes attempted to gain adimssion to the downtown Prince. They were admitted, but fights broke out between whites and Negroes inside the theatre. The theatre was closed after police restored order. . . . At Plant City, a crowd estimated at 1,500 many carrying hickory walking canes, gathered outside the Capitol after it had admitted 15 Negroes. All but three of he Negroes left after about 15 minutes. The remainder were escorted out a rear door by police and the crowd dispersed when the theatre was closed at the request of Police Chief Bob Spooner.

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VISIT US!

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NEW HAVEN-HARTFORD

Brooks LeWitt, owner and operator of the Berlin Drive-In, playing a return engagement of Allied Artists' "The Bashful Elephant," waggishly advertised: "Elephants Admitted Free! bring your elephant . . . he'll love it!" . . . The MPTO (Motion Picture Theatre Owners) of Connecticut will host its annual golf tournament and outing Tuesday, August 11, at Racebrook Country Club, Orange. James M. Totman, Stanley-Warner zone manager, and Albert M. Pickus, owner of the Stratford, Stratford, and former TOA (Theatre Owners of America) executive committee chairman, are co-chairmen. . . . Two downtown first-runs — the 2,849-seat Loew's Poli and 1,041-seat Loew's Palace—will close after the evening performance Aug. 31. The two-block business tract in which the theatres are located will be demolished to make way for the multi-million dollar Bushnell Plaza luxury apartment development. Whether Loew's Theatres Inc., parent company of Loew's Poli-New England Theaters Inc., will operate the 800-seat theatre included in Bushnell Plaza planning is yet to be determined.

NEW ORLEANS

Paramount Gulf Theatres finally opened the Saenger Orleans after two postponments with Ed Holliday, former manager of the Princess, Columbus, Miss., appointed house manager of the showcase situated in the upstairs section of the old Saenger in what was formerly the Saenger's mezzanine area. Variety Club Tent 45 of New Orleans sponsored the opening attraction, Paramount's "Becket," which continued on a two-a-day, reserved seat policy. A novelty was the serving of champagne at a special concession stand in a lounge, an innovation in motion picture theatres in this country. Served in souvenir plastic glasses, the champagne sold at $1 a glass with the purchaser keeping the container. . . . United Artists home office executives were in for a meeting at the Fontainbleau Hotel with branch and office managers from five southern exchange centers. Present were James Velde, vice president and world-wide sales chief; Al Fitter, U. S. sales manager; and Gene Jacobs, southern and eastern division manager, plus Ernest Emerling, vice president in charge of advertising and publicity for Loew's Theatres and hotels. Branch managers present were Ralph Amacher, Kansas City; Russ Brentlinger, Dallas; and Gene Goodman, New Orleans. Office sales managers were J. H. Martin, Memphis; and Frank Rule, Oklahoma City. Current and upcoming product were discussed. A group of exhibitors from the area joined the gathering in the evening for a cocktail party.

PHILADELPHIA

Nearly 200 area industryites attended the testimonial dinner honoring Samuel E. Diamond, newly-appointed eastern division manager of 20th Century-Fox, and welcoming Bennett Goldstein as the new Philadelphia branch manager of the company, at the Bellevue Stratford Hotel. The affair was co-sponsored by Theatre Owners of Pennsylvania, Variety Club Tent 13, and the Motion Picture Associates. Joseph M. Sugar, vice president in charge of 20th-Fox domestic sales; and Abe Dickstein, assistant general sales manager, spoke. . . . Harry Friedman, Progressive Electric, was in Pennsylvania Hospital. . . . Delaware exhibitors are watching minimum wage proposals calling for $1 per hour now pending in the General Assembly. . . . Columbia exploiteer Milt Young was planning the escorting of Fred Zinnemann, producer, "Behold A Pale Horse," and arranged a luncheon for him at the Warwick on August 3; and also the local visit of Mickey Callan and Greg Morris, both of "The NEW Interns," who were due in Aug. 12-13.

SAN ANTONIO

Mrs. Shannon Siebert, a model from the Marjorie Walker Modeling Studios, was the "Molly Brown" in an old fashioned costume who gave the facsimiles of the New York Times to lucky passersby who tapped her on the shoulder with copies of the San Antonio Evening News and asked her, "Are you the Unsinkable Molly Brown?" There were cash prizes, albums of music from the sound track and passes given away. The film opened a run at the downtown Majestic where Lynn Krueger, manager, is making effective use of the soundtrack albums, displaying them at the concession stand. . . . Walter Wood, the Hollywood producer, recently visiting the Brackettville, Tex., area revealed that he hopes to produce a series of movies based on the novels of Zane Grey, the first to be "The Lone Star Ranger." . . . Eric Brendler, manager, Broadway, operated by Interstate Theatres, has booked for its first San Antonio showing "It's A Mad, Mad, Mad, Mad Wortd." There are no facilities in the city for showing the Cinerama version. Brendler has three showings daily scheduled with admission for adults, $1.25 and for youngsters, 50 cents. There is a special price for military personnel of $1 and for those having movie discount cards admission is 65 cents. . . . San Antonio's own Pola Negri is to be seen in Walt Disney's "The Moon-Spinners" which will have its first run showing at the Olmos. . . . After a week's postponement, "Flipper's New Adventure" opened at the Laurel, according to Alvin Krueger, manager of the Cinema Arts operation. "The Three Lives of Thomasina" was held over. . . . Rex Allen, the cowboy star, will appear at Jacksonville, Tex., during a four day rodeo in that city.

SEATTLE

Bill Devaney, MGM division manager, was in town conferring with branch manager Stewart Engebretson. . . . 20th-Fox held an invitational screening of "The Visit," which was well attended and well reviewed by exhibitors and their wives. . . . Gordon Wallinger, Allied Artists branch manager, returned from a successful business trip to Portland buying combines and circuits. . . . Patty Duke, teenage actress and television performer, arrived for appearances at a dance, carnival, and other muscular dystrophy events. She was greeted at the airport by officials of the King County chapter, Muscular Dystrophy Association of America. . . . "A Funny Thing Happened on the Way to the Forum," award-winning Broadway musical, opened for a two-week run at the Oprea House.

WASHINGTON

Friends of Bobby Levine, Virginia exhibitor, will be happy to learn that he is recovering nicely from minor but highly uncomfortable surgery on a particularly sensitive portion of his anatomy.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

JULY 29, 1964

SECTION TWO
VOL. 72, NO. 3

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 GUN HAWK, THE—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6406 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)
6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
6408 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
MASTER SPY—Steven Murray, June Thorburn—English
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
PARTY, THE—Carol Lynley
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
STATION SIX SAHARA—Carroll Baker, Peter Van Eyck
WHITE SAVAGE—(EC)—Janette Scott, Keiron Moore

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
822 COMMANDO—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

CALIFORNIA—Jock Mahoney
CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
DIARY OF A BACHELOR—(S)—William Traylor, Dagne Crane
FEAR—Boris Karloff
GODZILLA VS THE THING—(EC)—Japanese-made
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear	A2	MGM
• Adventures Of Ali Baba, The ...		U
• Adventures Of Scaramouche ...		Emb.
Act One	A2	WB
Adorable Julie		For.
• Affair At The Villa Fiorita, The .		WB
• Agony And The Ecstasy, The ...		Fox
All The Way Home	A2	Par.
America, America	A3	WB
• Americanization of Emily, The .		MGM
• Amok		Fox
Any Number Can Win	A2	MGM
• Apache Uprising		Fox
• Ape Woman, The		Emb.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

• Aphrodite, Goddess Of Love		Emb.
• Art Of Love		U
Auntie Mame—Re.	A3	WB
Avenger, The		For.
Of Orgosolo	A2	For.

B

Bandits Of Orgosolo	A2	For.
Barbarian's The		For.
Bedtime Story	A3	UI
• Bear, The	A1	Emb
• Behold A Pale Horse		Col.
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
Bikini Beach		A-I
Black Duke, The		For.
Black Like Me	A4	Misc.
Black Sabbath	B	AI
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow		AA
Blood On The Balcony		For.
Bomb in High Street		For.
Brass Bottle, The	A1	U
Bridge On The River Kwai,		
Bridge To Glory		For.
The-RE	A1	Col.
• Buddha		UA
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U

C

• California	A3	AI
Captain Newman, M.D.	A2	U
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
Carpetbaggers, The	B	Par.
Cartouche		Emb.
Castillian, The	A2	WB
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
Challenge To Love		For.
Charade	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	A1	Par.
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
• Conquered City		AI
Conjugal Bed, The	B	EMB
• Contempt		Emb.
• Crack in The World		Par.
Crawling Hand, The		Misc.
Crazy Desire		EMB
Crimson Blade, The	A1	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
• Diary Of A Bachelor		AI
• Dingaka		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Doulas, The Fingerman		For
Dream Maker, The	A-1	U
Dr. Crippen	A3	WB
Doctor in Distress		For.
Dr. Strangelove	A4	Col.
Don't Give Up The Ship—Re.	A3	Par.
Don't Tempt The Devil	A3	For.
Duel Of Champions		For.

E

Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• Emil And The Detectives		BV
Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
Erik, The Conqueror	A2	A-I
• Escape By Night		AA
Escape From Hell Island		Misc.
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jones	A3	Fox

F

• Fail Safe		Col.
Fall Of The Roman Empire	A1	Par.

NAVAJO RUN—Johnny Seven, Virginia Vincent
OPERATION SNAFU—Sean Connery, Stanley Holloway
PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
TOMB OF LIGEIA—(S; C)—Vincent Price
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter
VOYAGE TO THE END OF THE UNIVERSE—(S)—Dennis Stephens

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
GALLEGHER—Roger Mobley, Edmond O'Brien
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy
GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barberra—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino——5173 (6-10-64) Lavish and spectacular period adventure tale—European made
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal
QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Heim, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made
006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RIDE THE WILD SURF—(C)—Fabian, Tab Hunter
RISE OF GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason
SENILITA—Anthony Franciosa, Claudia Cardinale
SHIPS OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 *(12-18-63)—Mediocre import—English-made*
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barray—French-made
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian
BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
DINGAKA—Stanley Baker, Juliet Prouse
HOUSE IS NOT A HOME, A—Shelley Winters, Ralph Taeger, Robert Taylor
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
ONLY ONE NEW YORK—Documentary

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
FLIPPER'S NEW ADVENTURE—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
GLADIATORS SEVEN—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
GOLDEN ARROW, THE—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
GOLD FOR THE CAESARS—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HONEYMOON HOTEL—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
KISSIN' COUSINS—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
LOOKING FOR LOVE—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant muscial boosted by appearances of guest stars
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
NIGHT MUST FALL—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made In Sweden
RHINO!—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made In Africa
SEVEN FACES OF DR. LAO—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
TAMAHINE—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
UNSINKABLE MOLLY BROWN, THE—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior muscial fun entertainment
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made
VIVA LAS VEGAS—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Sept. **MGM'S BIG PARADE OF COMEDY**—Compilation
Oct. **YOUNG LOVERS, THE**—Peter Fonda, Sharon Huguney
Oct. **JOY HOUSE**—Jane Fonda, Alan Delon

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
MURDER AHOY—Margaret Rutherford, Lionel Jeffries—English-made
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
OF HUMAN BONDAGE—Kim Novak, Laurence Harvey
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer
ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
• Fargo		U
• Fate Is The Hunter		Fox
• Father Goose		U
FBI Code 98	AI	WB
• Fear		A-I
• Ferry Cross The Mercey		UA
• Finest Hours, The		Col.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	AI	MGM
• Fluffy		U
For Those Who Think Young	A3	UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb

G

• Gallegher		BV
• Ghost At Noon		Emb.
Giant Monster, The		For.
Gidget Goes To Rome	AI	Col.
• Girl Happy		MGM
• Girl With Green Eyes	A4	UA
Given Word, The		For.
Glass Cage, The		Misc.
Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
• Godzilla Vs The Thing		AI
Gold For The Caesars	A2	MGM
Golden Arrow, The	AI	MGM
• Goldfinger		UA
Goliath And The Vampires	A2	A-I
Gone Are The Days	A2	Misc.
• Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
Grand Olympics, The		For.
• Graveside Story, The		A-I
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
• Guns At Batasi		Fox

H

• Hallelujah Trail, The		UA
Hard Day's Night, A		UA
• Harvey Middleman, Fireman		Col.
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
He Rides Tall	B	U
• Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	AI	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
• High Wind In Jamaica, A		Fox
Honeymoon Hotel	B	MGM
Hootenanny Hoot	A2	MGM
• Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
• House Is Not A Home, A		Emb.
• How To Murder Your Wife		UA
How The West Was Won	AI	MGM
• Hush, Hush, Sweet Charlotte		Fox

I

• I'D Rather Be Rich		U
• I Love, You Love	C	Col.
• I'll Take Sweden		UA
Incredible Journey, The	AI	BV
• In Harm's Way		Par.
In The French Style	A3	Col.
Incredible Mr. Limpet, The	AI	WB
Intimate Diary Of Artists' Models		Misc.
• Invitation To A Gunfighter		UA
Island Of The Blue Dolphins	AI	U
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	AI	UA

J

• John Goldfarb, Please Come Home		Fox
Johnny Cool	B	UA
• Joy House		MGM
• Joy In The Morning		MGM
• Judith		Par.

K

Killers, The	A3	U
Kings Of The Sun	A2	UA
• Kiss Me, Stupid		UA
Kiss Of The Vampire	A2	U
• Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
• Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
• Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lassie's Great Adventure	A1	Fox
• Last Man on Earth	A2	A-I
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
• Little Prince And The • Eight-Headed Dragon, The		Col.
• Lively Set, The		U
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
• Looking For Love	B	MGM
• Lord Jim		Col.
Lorna		Misc.
• Love Has Many Faces		Col.
• Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
• Mail Order Bride	A3	MGM
• Major Dundee		Col.
• Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
• Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marnie	A3	U
• Marriage-Italian Style		Emb.
• Mary Poppins		BV
Mary, Mary	A2	WB
• Masque Of The Red Death	B	AI
• Master Spy	A1	AA
McHale's Navy	A1	U
• MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
• Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Mistress For The Summer, A	C	For.
Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
• Murder Ahoy		MGM
• Murder Most Foul		MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Son, The Hero	A1	UA

N

• Naked Kiss, The	A3	AA
• Navajo Run		AI
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
New Kind Of Love, A	B	Par.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
• Night Walker, The		U
Night Watch, The		For.
Nightmare	A2	U
No, My Darling Daughter	A2	For.
• None But The Brave		WB
Nothing But The Best		For.

O

• Of Human Bondage	B	MGM
Of Love And Desire	B	Fox
Of Wayward Love	C	For.
Of Women and Pleasures		For.
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
One Potato, Two Potato		Misc.
• One Way Pendulum		UA
• Only One New York		Emb.
• Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
• Out-Of-Towners, The	A3	WB
• Outrage, The		MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint

VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan

YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif

YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson

YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons

ZEBRA IN THE KITCHEN—Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences

6319 **BECKET**—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment

6315 **CARPETBAGGERS, THE**—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry

CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad

R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue

6400 **FALL OF THE ROMAN EMPIRE, THE**—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain

6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again

6311 **LADY IN A CAGE**—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping

6316 **LAW OF THE LAWLESS**—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names

6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love

6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy

6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English

6314 **PARIS WHEN IT SIZZLES**—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made

6322 **PATSY, THE**—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it

6320 **RING OF TREASON**—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made

6323 **ROBINSON CRUSOE ON MARS**—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry

R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue

6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast

6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad

6324 **STAGE TO THUNDER ROCK**—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western

R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue

R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue

WALK A TIGHTROPE—MD-69m.—Dan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made

6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy

6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING

CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott

DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis

IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas

JUDITH—Sophia Loren, Peter Finch, Jack Hawkins

ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck

WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment

312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe

CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry

EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made

320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue

HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens

LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program

311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made

318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad

401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India

324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy

319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made

SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker

SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue

SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal

323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy

THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England

326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer

WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns

YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison

AMOK—Jock Mahoney, Margie Dean

APACHE UPRISING—(C)—Audie Murphy

ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy

FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette

GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone

GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English

HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura

HORROR OF IT ALL, THE—Pat Boone, Erica Rogers

HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten

JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov

PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa

REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux

RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone

SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker

THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel

VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn

WITCHCRAFT—Lon Chaney

ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht
6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
HARD DAY'S NIGHT, A—CMU-85m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama: ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean
6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch
6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Aug. **GIRL WITH GREEN EYES**—Peter Finch, Rita Tushingham—English-made
Sept. **WOMAN OF STRAW**—(C)—Gina Lollabrigida, Sean Connery
Sept. **BUDDHA**—(TR; C)—Japanese-made

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made
GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
HALLELUJAH TRAIL, THE—(Ultra PV; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa
HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
SECRET INVASION, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
6421 **BULLET FOR A BADMAN**—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program
6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
6419 **ISLAND OF THE BLUE DOLPHINS**—D-99m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willmen—5074 (8-7-63)—Good horror entry—English
6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

● Pajama Party		AI
Palm Springs Week-End	B	WB
Panic Button	A3	For.
Paris Pick-Up		Par.
● Party, The		AA
Paris When It Sizzles	A3	Par.
● Passionate Thief, The	A3	Emb.
Patsy, The	A1	Par.
Pink Panther	A3	UA
● Playboy		Col.
● Play It Cooler		Col.
● Pleasure Seekers, The		Fox
● Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomania		Misc.
● Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

● Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.

R

● Racing Fever	B	AA
● Rage To Live, A		UA
Raiders, The	A1	U
Raiders Of Leyte Gulf, The		For.
Rampage	B	WB
Reach For Glory		Col.
Red Lips		For.
● Reward, The		Fox
Rhino	A1	MGM
● Ride The Wild Surf		Col.
Ring of Treason	A2	Par.
● Rio Conchos		Fox
● Rise Of Genghis Kahn, The		Col.
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	A1	Par.
Rock-A-Bye Baby—Re.	A1	Par.
● Rounders, The		MGM
● Roustabout		Par.
Running Man, The	A3	Col.

S

Sadist, The		Misc.
● Samson And The Slave Queen	A1	A-I
● Sandokan, The Great		MGM
● Satan Bug, The		UA
● Secret Door, The	A2	AA
● Secret Invasion, The	A2	UA
Seduced And Abandoned		For.
● Send Me No Flowers		U
● Senilita		Col.
Servant, The	A4	For.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
Seventh Dawn, The	B	UA
● Sex And The Single Girl		WB
● Shabby Tiger, The		UA
● Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	B	UA
Siege Of The Saxons	A1	Col.
● Signpost To Murder		MGM
Sin On The Beach		For.
● Sing And Swing		U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
● Smog		MGM
· Soldier In The Rain	B	AA
● Some People		A-I
Son Of Captain Blood, The	A1	Par.
● Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
● Station Six Sahara		AA
Stolen Hours	A2	UA
Stop Train 349	A2	AA
Strait-jacket	A3	Col.
● Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	A1	A-I
Summer Place—Re.	B	WB
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
Sword In The Stone	A1	BV
Sword Of El Cid, The		For.

T

• Taggart		U
Take Her, She's Mine	A3	Fox
Tamahine	A3	MGM
Terror, The	A2	A-1
That Man From Rio	A2	For.
• These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina The	A1	BV
3 Nuts In Search Of A Bolt		Misc.
• Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
Third Secret, The	A3	Fox
• 36 Hours		MGM
• Those Crazy Calloways		BV
• Those Magnificent Men In Their Flying Machines		Fox
• Thousand Clowns, A		UA
• Three Stooges Meet The Gunslingers, The		Col.
Thunder Island	A2	Fox
Tiger Walks, A	A1	BV
• Tiko And The Shark		MGM
• Time Travelers, The		A-1
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
• Tomb Of Ligeia		A-1
Tomorrow At Ten		For.
• Topkapi		UA
Torpedo Bay	A3	A1
Touch Of Hell, A		For.
• Train, The		UA
• Traveling Lady, The		Col.
Troublemaker, The		Misc.
• Truth About Spring, The		U
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM
• Two On A Guillotine		WB

U

• Unearthly Stranger, The		A-1
• Under Age		A1
Under The Yum Yum Tree	A4	Col.
Unsinkable Molly Brown, The	A2	MGM

V

Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
Victors, The	A3	Col.
• Village Of Daughters		MGM
• Visit, The		Fox
Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM
• Voyage To The End Of The Universe		A-1

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Wall Of Noise	B	WB
War Is Hell	A2	AA
• Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone		Par.
• White Savage		AA
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
Wild And Wonderful	A1	U
Wives And Lovers	B	Par.
• Witchcraft		Fox
• Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA

X

X—The Man With The X-Ray Eyes	A2	A-1

Y

Yanco		For.
Yank In Viet-nam, A	A1	AA
• Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
• Young Cassidy		MGM
• Young Fury		Par.
Young Go Wild, The		For.
• Young Lovers, The		MGM
Young Racers, The	A2	A-1
Young Swingers, The	A1	Fox
• Your Cheatin' Heart		MGM

Z

• Zebra In The Kitchen		MGM
• Zorba, The Greek		Fox
Zulu	A3	Emb.

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet, Andy Williams
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
SING AND SWING—David Hemmings, Joan Newell—English-made
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
363 **DISTANT TRUMPET, A**—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 **DR. CRIPPEN**—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 **FBI CODE—98**—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)--Western has angles for boxoffice action
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson--5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
ROBIN AND THE 7 HOODS—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra,, Clint Walker
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV,-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLACK LIKE ME—D—107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental
BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on Integration for limited market—Hammer Bros.
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—ikay Beautiful
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary —American Film Dist.

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ADORABLE JULIA—C—94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BANDITS OF ORGOSOLO—D-98m.—Michela Cossu, Peppeddu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

CHALLENGE TO LIVE—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho

DEVIL DOLL—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DOULOS THE FINGER MAN—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIVEN WORD, THE—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Llorex

GRAND OLYMPICS, THE—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MISTRESS FOR THE SUMMER, A—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films

NIGHT WATCH, THE—D—118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion

NO, MY DARLING DAUGHTER—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing Import—English-made—Zenith Int.

NOTHING BUT THE BEST—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.

OF WAYWARD LOVE—COMP—91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary

OF WOMEN AND PLEASURES—COMP.-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed In English—Union

ORGANIZER, THE—D—126m.—Marcello Mastrioianna, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental

PANIC BUTTON—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere

RED LIPS—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.

SERVANT, THE—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made

SEDUCED AND ABANDONED—CD—118m.—Saro Urzi, Stefania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles—Continental

SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

THAT MAN FROM RIO—C-114m.—(EC)—Jean-Paul Belmonde, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert

TOMORROW AT TEN—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor

TOUCH OF HELL, A—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films

WEEKEND—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.

YANCO—D-85m.—Ricardo Ancona,—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

YOUNG GO WILD, THE—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

Allied Artists

6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
6308	War Is Hell	Dec.
6309	Gun Fight At Comanche Creek	Nov.
	Year Of The Tiger	Nov.
6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6406	Never Put It In Writing	
6407	The Naked Kiss	May
6408	The Thin Red Line	
6409	Stop Train 349	
6410	Master Spy	

American-International

804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Evil Eye	May
815	Black Sabbath	May
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
818	Some People	June
819	The Comedy Of Terrors	Jan.
820	Under Age	June
822	Commando	Feb.
823	Torpedo Bay	Feb.
A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Oct.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April
A10	Conquered City	Sept.
A11	Operation SNAFU	Oct.
A12	Godozilla Vs The Thing	Aug.

Buena Vista

140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

Columbia

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Diners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Agronauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
	Siege Of The Saxons	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.
	Lileth	March
	Swingin' Maiden	March
	Psyche 59	April
	The Quick Gun	April
	Devil Ship Pirates	May
	The Crimson Blade	May
	Bridge On The River Kwai—Reissue	May
	The Long Ships	June
	Hey There, It's Yogi Bear	June

Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Three Penny Opera	Sept.
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.

MGM

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	March
	Gladiators Seven	May
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Flipper's New Adventure	June
	Gold For The Caesars	June
	Gladiator's Seven	Nov.
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	July
	Honeymoon Hotel	June
	Night Of The Iguana	Aug.

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apacuio	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6311	Lady In A Cage	June
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
6320	Ring Of Treason	
6323	Robinson Crusoe On Mars	June
6324	Stage To Thunder Rock	June
	Walk A Tightrope	June

20th-Fox

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	Dec.
319	Of Love And Desire	Aug
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.
401	Man In The Middle	Jan.
	Surf Party	Jan.
	Shock Treatment	Feb.
	Eyes Of Anne Jones	Feb
	The Third Secret	March
	The Curse Of The Living Corpse	April
	Horror Of Party Beach	April

United Artists

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	Aplrl
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6322	McClintock	Nov.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	
	Tom Jones	Feb.
6402	Kings Of The Sun	Dec.
	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6403	The Pink Panther	March
	Flight From Ashiya	April
	From Russia With Love	April
	The Best Man	May
	World Of Henry Orient	June
6410	For Those Who Think Young	June
6412	633 Squadron	June
	The Seventh Dawn	July
	A Shot In The Dark	July
	A Hard Day's Night	Aug.

Universal

6301—	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
6401	Charade	Jan.
6402	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil of Frankenstein	June
6415	Nightmare	June
6417	Bedtime Story	
6418	Marnie	
6420	McHale's Navy	
6421	Bullet For A Badman	
6424	The Killers	

Warners

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castillian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
363	Distant Trumpet	May
364	FBI Code-98	June
366	Ensign Pulver	July
	Robin And The 7 Hoods	July

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Journal American

"A satanic, very funny ode to getting-ahead directed with impeccable style!"
Cue Magazine

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...and

"NOTHING BUT THE BEST"

at the Boxoffice!

(CHECK THE OPENING WEEK AT N. Y.'s CINEMA I !)

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seasoned with murde
that is both bitin
and debonair an
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The conten
sparkle with gags an
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irreverence f
status and sex.
N.Y. Tim

"One of the be
comedies of th
season! Delig
piles on deligh
Every member of th
cast is just fine
Herald Tribu

"An irrevere
picture surprising
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Here he proves
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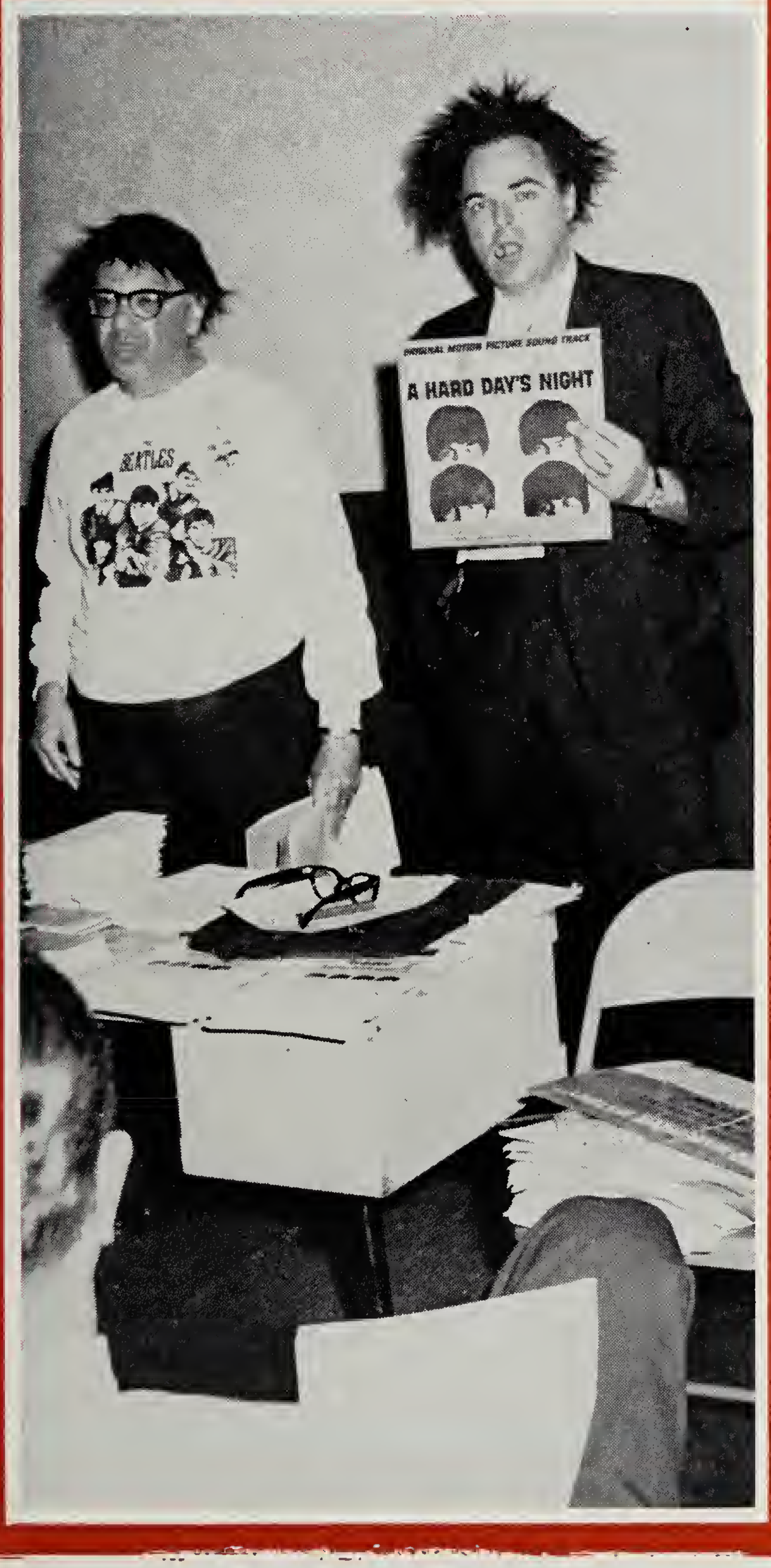
MOTION PICTURE
EXHIBITOR

AUGUST 5, 1964 Volume 72 Number 4

IN THREE SECTIONS • THIS IS SECTION ONE


ORIGINAL MOTION PICTURE SOUND TRACK
A HARD DAY'S NIGHT
BEATLES

Para.-Embassy In 23 Pic Pact

(See Page 5)

Automation Seen Aid To The Arts

(See Page 12)

Heaven help theatremen if all UA exchanges are following the tonsorial example of Robert L. Friedman, right, Philadelphia UA branch manager, and Max Miller, regional field exploitation supervisor, who are letting their hair down with a vengeance preparing for saturation opening of the Beatles' feature, "A Hard Day's Night."

WHO NEEDS A MIDDLEMAN? . . . *see editorial—page 3*

"THE YOUNG LOVERS" HAS BEEN TO COLLEG

where America's teenagers have voted it "Most Likely To Succeed

Yes, the young audience loves "The Young Lovers."

In a series of screenings at over 20 colleges across the country, the students came, saw it — and were conquered. But don't take our word for it. Listen to what they had to say:

"In this film, certain things are accepted for discussion which before were simply treated as scandalous." —*VASSAR Sophomore*

"Love at first sight, premarital 'commitments' which are only playing at love, are our problems." —*UNIVERSITY OF MISSOURI Junior (female)*

"It hits home in all ways. It is a problem of our generation. This story has happened countless times all over the U. S." —*UNIVERSITY OF HOUSTON Senior (male)*

"More than any other film I have seen, THE YOUNG LOVERS comes right down to the moods and feelings, frustrations and problems that college students are confronted with." —*NORTHWESTERN Sophomore (male)*

"Parents should see this film. They don't want to believe this is the way we are." —*NORTH CAROLINA Junior (female)*

A STORY OF THE REVOLUTION IN CAMPUS MORALS!
Metro-Goldwyn-Mayer
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Samuel Goldwyn, Jr's
THE YOUNG LOVERS

STARRING

Peter Fonda · Sharon Hugueny · Nick Adams · Deborah Walley

screen play by George Garrett · music by Sol Kaplan · produced and directed by Samuel Goldwyn, Jr.

***Available for October**, when the picture that talks the teenage language will be talking your language at the boxoffice.*

The Trade Paper Read by Choice—Not by Chance

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MOTION PICTURE EXHIBITOR
SHOWMEN'S TRADE REVIEW

Volume 72 • No. 4

AUGUST 5, 1964

COLUMBIA GOES TO A FESTIVAL

RECENTLY, we came across a column in the Deseret News and Telegram, serving the Salt Lake City area, in which Howard Pearson attacked the choice of Columbia's "LILITH" as U. S. entry in the Venice Film Festival on both moral and artistic grounds. We brought it to the attention of Columbia vice-president Robert S. Ferguson, and he answered Mr. Pearson's charges. We believe that Bob Ferguson's reply has some important things to say about American participation in festivals, and adult films in general. It is reprinted in full:

Dear Jay—Thank you for calling my attention to Howard Pearson's recent article in the Deseret News and Telegram. Howard Pearson is one of the most dedicated theatre editors in the business and I have a very high regard for anything he has to say. However, I think he is way off base in the column he has written for his Salt Lake City readers on Festivals in general and Robert Rossen's LILITH in particular.

As you know, the Venice Film Festival is the oldest of all the festivals and is regarded by many as the most important of the festivals. When LILITH was chosen by the American motion picture festival committee to be the official U. S. entry at the Venice Festival, Columbia was delighted to accept, as I know United Artists must have been delighted when THE WORLD OF HENRY ORIENT was chosen to be the official U. S. entry at the Cannes Festival.

For the information of your readers, the U. S. Government recently appointed George Stevens, Jr., to be the director of the film division of the United States Information Agency. A committee of prominent motion picture people including Fred Zinnemann, Arnold Picker, Willis Goldbeck, King Vidor, Gene Kelly, Richard Widmark, Gregory Peck, William Mirisch, Alan Pakula, Martin Manulis, Allen Rivkin, Ernest Lehman, Dan Taradash, and John C. Youngerman then were designated to choose the best American films available to represent the U. S. at festivals.

They looked at those films available to them and chose LILITH for Venice. LILITH is based on a novel which deals with sexual obsession. The novel was shocking to many, and the picture probably proved too shocking for Howard Pearson's refined tastes.

However, when a committee selects an American picture to be shown abroad at festivals, they are not looking for a picture that will be of special interest only to Salt Lake City or to any other one city. They are looking for quality. Obviously, they felt that Rossen's writing and direction were superior. They must have felt that the acting of Warren Beatty and Jean Seberg was superb. And further, they must have felt that the movie was so distinguished that it merited being chosen as the official U. S. representative at the Venice Film Festival.

When Howard Pearson asks that President Johnson select festival pictures instead of a committee of Hollywood greats, I think he is wrong. I respect President Johnson's opinions on movies, but I have more respect for the opinions of experts in that field.

Let us all be glad that a great American movie like LILITH has been chosen to represent our country at Venice and let us be proud that American filmmakers like Robert Rossen can turn out an artistic triumph like LILITH. And let us also be glad that a picture like LILITH can be a commercial success, as well as an artistic one, even though its theme may be shocking to some.

WHO NEEDS A MIDDLEMAN?

THERE HAS BEEN a great deal of talk and a bit of welcome action regarding the use of 16mm films for non-theatrical use in schools, colleges, country clubs, organizations, etc.

Recently, Milton H. London, National Allied executive director, and John Rowley, TOA president, have protested abuses of such screenings, and rightfully so. The other side of the story comes from the National Audio-Visual Association. In all fairness, we can't help but feel that these gentlemen are pursuing selfish ends at the expense of a great and troubled industry that pays taxes, gives thousands of people gainful employment, and has many millions of dollars tied up in one-purpose real estate, the nation's theatres.

No one will quarrel with 16mm showings for purposes of education or information. These are a vital and important part of the motion picture scene. The problem is with those 16mm showings which charge admission or accept donations and are in direct competition with commercial theatres. There is nothing fair in this kind of competition, and it would not be tolerated in any other industry. One company in particular, Warner Brothers, is to be congratulated for its foresight in protecting its customers.

We are not lawyers, but threats of anti-trust actions if 16mm showings are controlled strike us as ridiculous. Certainly an industry has the right to protect itself from unfair competition.

If the courts or the government uphold the unfair use of 16mm subjects, there can be only one result—more theatre closings. The proponents of unrestricted 16mm showings charge the industry with "callous abandonment" of non-theatrical groups. From the other side of the fence, it looks like good judgment and sound business sense.

There are too many instances of abuse. Recently, a school obtained a noteworthy picture supposedly to be shown free to students only. It was discovered later that admission had been charged and over $600 raised. These are admissions that could and should have been paid at theatre boxoffices. Exhibitors can manage very well without a middleman who contributes nothing to the motion picture industry and seeks to make a profit at its expense.

NEWS CAPSULES

FILM FAMILY ALBUM

Gold Bands

Frank Hernandez, manager, **Joseph E. Levine's** Festival Theatre, New York City, was married to **Aida Avila** at St. Joan of Arc Church in the Bronx.

Obituaries

C. G. Keeney, 85, an exhibitor for many years in Reading, Pa., and former partner of **Jay Emanuel** in the Park and Rajah Theatres, died.

Seymour Kneitel, 56, died suddenly at his New York home. He was director of production for Paramount Cartoon Studio, a division of Paramount Pictures Corporation. He was associated with Paramount Cartoon Studio and its predecessor companies, Famous Cartoon Studio and Max Fleischer Studio, for over 30 years. He was personally responsible for well over 1,000 cartoons and was also the creator of the "Bouncing Ball" sing-along cartoons. He is survived by his wife, three children, a sister, and several grandchildren.

"FAIL-SAFE"

Without divulging any facts that would violate the review date for Columbia's "Fail-Safe," we would like to say that it is a rare experience in tension and suspense. You could hear those in attendance catching their breath as the story unfolded.

Max Youngstein's first exclusive producer credit is a lulu. Director Sidney Lumet and the fine cast headed by Henry Fonda deserve cheers as well. This one will make your hair stand on end.

A print should be sent to every world leader, particularly Messrs. Khrushchev and Castro. It might do the world a great deal of good.

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUGUST 3

USIA'S Rowan Satisfied With Industry Cooperation

NEW YORK—At a press conference here prior to a luncheon with the presidents of the major film companies, Carl T. Rowan, director, United States Information Agency, expressed satisfaction with the cooperation being extended by the film industry to his agency in helping to keep the peoples of the world informed about this country.

He said that cooperation abroad is more effective than in the past and, as a result, audiences are being reached with over 300 features and shorts produced annually by his agency as well as newsreels that wouldn't ordinarily be covered.

Rowan reported that he had no specific requests to make of the heads of the companies, but rather, he hoped to discuss various problems and to obtain background on the motion picture industry and also to seek the companies' continued cooperation.

Rowan noted that his agency has been helped in a number of areas in getting USIA films into theatres. He thought that the various film festivals abroad were another source of help to the betterment of our image abroad, especially if films of note are entered in the competition. As a matter of fact, Rowan thought that overall, American films are quite beneficial to this country in all areas, and the fact that no attempts are made to stop adverse pictures from being seen abroad is another helpful point.

He was questioned as to the advisability of limiting certain films from areas abroad, and he refused to assume the role of censor, deciding what should and what should not be sent overseas. He is happy to see the great diversity of product that is made by American companies, and he had no intention of seeking a change. Rowan also stated that he is not seeking to distribute USIA films in the U.S. They were made with the specific aim of disseminating information abroad.

Seen at the recent Virginia Motion Picture Theatre Association convention at the Cavalier, Virginia Beach, Va., were, left to right, Jack Armstrong, president, Allied States Association of Motion Picture Exhibitors, Bowling Green, Ohio; John Rowley, president, Theatre Owners of America, Dallas; William Dalke, Jr., president, Virginia Motion Picture Theatre Association, Woodstock, Va.; and Syd Gates, VMPTA convention chairman, Norfolk, Va.,

BROADWAY GROSSES

"Molly" Leads Holdovers

NEW YORK—The Broadway first-runs reported a steady pace for an all-holdover week, with Radio City Music Hall and MGM's "The Unsinkable Molly Brown" the standout. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown is as follows:

"THE CARPETBAGGERS" (Embassy-Paramount). Paramount stated the fifth and final week was $27,000.

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with usual stage show, took in $129,000 Thursday through Sunday, with the third week sure of a whopping $218,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille garnered $11,000 on the 19th and final week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama announced $21,112 for the 37th week.

"BECKET" (Paramount). Loew's State did $18,000 on the 21st week.

"CIRCUS WORLD" (Paramount-Cinerama). Loew's Cinerama stated that the sixth week would tally $21,000.

"A SHOT IN THE DARK" (UA). Astor claimed the sixth week at $17,000.

"GOOD NEIGHBOR SAM" (Columbia). Victoria announced that the second week would reach $26,000.

"WHAT A WAY TO GO" (20th-Fox). Criterion tallied $21,000 on the 12th week.

"CLEOPATRA" (20th-Fox). Rivoli announced that the 60th week was $10,500.

"MARNIE" (U). RKO Palace grossed $16,000 for the second session.

Levine's "Contempt" Opens Fifth Montreal Festival

MONTREAL—The fifth Montreal International Film Festival will open Aug. 7 with the North American premiere of Joseph E. Levine's production of "Contempt," it was announced by Pierre Juneau, Festival president.

Among the 15 other features to be screened during the week long event, held at the newly opened Place Des Arts, are "Station Six Sahara," "Los Tarantos," Georges Franju's "Judex," Shirley Clarke's "The Cool World," Japan's "Woman of the Dunes," Alain Jessua's "The Other Side of Life," and Francois Truffaut's "The Soft Skin." Also as part of the Festival will be a special retrospective showing, the first since 1927, of Erich von Stroheim's "The Wedding March."

Though the Montreal Festival is non-competitive, for the second year running there will be a special section in which all Canadian entries will compete for cash prizes totalling $4,000, to be awarded by an international jury. The American jury members are filmmakers James Blue and Saul Bass.

Among the other invited guests who have accepted are Jean-Luc Godard, Francois Truffaut, Shirley Clarke, Alexandre Stewart, Fritz Lang, Roberto Rossellini, and members of the New York and Paris press corps.

15 More From Para.-Embassy

Largest Deal Between Major-Indie Includes 23 Big Budget Features Levine, Weltner Reveal

HOLLYWOOD—In the biggest production and distribution agreement ever set between an independent producer and a major company, Paramount Pictures Corporation and Joseph E. Levine's Embassy Pictures have extended their association to encompass a total of 23 major productions.

Announcement of 15 new productions to be added to eight previously agreed on was made jointly by George Weltner, president of Paramount Pictures, and Levine, president of Embassy Pictures, at a press conference at the Beverly Hills Hotel. Of the 15, two of the productions are in the final stages of negotiations and will be revealed shortly.

Weltner said that "the production-distribution alliance that has started so auspiciously with the current 'The Carpetbaggers' and 'Zulu' promises to be one of the most sucessful of its kind. These pictures, while differing widely in subject matter, share in common an international appeal and great boxoffice potential.

"This expanded agreement with Joe Levine is a further example of Paramount's abiding confidence in the future of our industry. It also serves to emphasize our faith in Joe Levine as a vigorous showman who is endowed with the type of merchandising abilities that meet the challenges of today's competitive market."

Speaking in behalf of his Embassy organization, Levine said "this concord with Paramount brings together the unlimited resources of two great film companies. This is not only an historic alliance, but also a proud moment in Embassy's history, to be so closely associated with George Weltner and the worldwide Paramount company."

Levine added that the prime factors in his association with Paramount can be "summed up tersely in three phrases — executive power, showmanship power, merchandising power."

Many of the forthcoming Levine-Paramount films will be filmed in Hollywood, except in those instances where the actual locale is necessary for the faithful translation to the screen, Levine said, adding that as many as possible will be in color and the latest wide screen techniques.

The press conference was opened by Martin Davis, Paramount's vice-president in charge of advertising and publicity, and was also attended by Edwin Weisl, chairman of Paramount's executive committee and a member of the board of directors, and Jack Karp, Paramount studio chief.

The new films in the Levine-Parmaount agreement include the following high-budget attractions;;

"MAHATMA GANDHI," based on Louis Fischer's best-selling biography. Paramount and Embassy in association with British Indo Films will produce the picture based on the life of the late saintly leader of 400,000,000 people.

"THE ADVENTURERS," the new Harold Robbins novel about an international playboy and the "jet set." The drama will be filmed in Hollywood and on location in world capitals in color and wide screen, re-uniting the "Carpetbaggers" team of director Edward Dmytryk and screenwriter John Michael Hayes. The agreement involves one of the largest pre-publication advances ever obtained by an author, with Robbins receiving $500,000 from Trident Press and Pocket Books and an additional $500,000 from Embassy Pictures.

"THE OSCAR," the best-selling novel by Richard Sale that focuses on five movie stars nominated for an Academy Award. Russell Rouse and Clarence Green will write, produce, and direct the wide screen-color drama.

"THE STORY OF WILL ADAMS," a spec-

(*Continued on Page 6*)

Joseph E. Levine, center, president of Embassy Pictures, looks on as screenwriter John Michael Hayes, right, Embassy vice-president, buys the first ticket to Levine's new Lincoln Art Theatre, New York. Also seen at the first showing of Embassy's "Cartouche" is Hollywood agent Ned Brown.

Telemeter Franchises Set In Texas, Atlanta, Miami

HOUSTON—The franchises for the construction and operation of Telemeter systems of pay tv were granted for Houston and three other cities by the International Telemeter Corp., a subsidiary of Paramount Pictures.

The franchise agreements with Home Theatres, Inc., for Houston and Dallas, and with similar firms in Miami and Atlanta were announced. The capital expenditure for the four cities is estimated at $15 million.

The engineering surveys have been completed and Home Theatres has signed contracts with the Southwestern Bell Telephone Co., for construction of cable grids and maintenance of circuitry in Houston and Dallas.

John W. Allyn, Chicago, heads the Houston-Dallas project. A 50 mile area of Houston has been mapped for the project. It is estimated that 80,000 homes will be included in the coin-operated system.

The target date for beginning operations is set for the fall of 1965, which will be similar to the new southern California project.

Principal stockholders of Home Theatres, Inc., include Texas, Louisiana, and Arkansas businessmen, Winthrop Rockefeller, producer David L. Wolper, and actor John Wayne.

Theatre-TV Excise Tax May Not Be Retroactive

WASHINGTON—The imposition of an eight per cent excise tax on closed circuit television programs in theaters possibly will not apply retroactively to telecasts held in the past. This was indicated by the Internal Revenue Service at a meeting with Philip F. Harling and Joseph G. Alterman, representing Theatre Owners of America, and Ted Tannenwald, counsel for Theatre Network Television.

It was reported following the session that the IRS was considering seriously waiving any claim for excise tax payments on programs presented to the present time.

The regulation relied upon by the IRS to collect the eight per cent tax will appear on the agenda of Rep. Wilbur Mills, chairman of the House Ways and Means Committee, which is making a study of the entire excise tax setup in the nation.

It was argued orally and by brief that the regulation was not intended to apply on service and equipment for closed circuit television; that the services were not constant, but few and far between; and that the imposition of such a tax would cause further burdens on an industry already beset by product shortages and diminishing audiences.

The hearings also will include testimony on the vital question of eliminating the admission tax. This important matter will be presented by Lamar Sarra of Florida State Theatres on behalf of the Council of Motion Picture Organizations, representing all facets of the industry.

Meanwhile, no directive has been issued for the collection of the excise tax on closed circuit programs.

Skouras Opens Cinema 46

NEW YORK—Salah M. Hassanein, president of Skouras Theatres Corporation, announced that the new Cinema 46, Totowa, N. J., will open on Aug. 14.

The 1,100 seat theatre has been designed to insure the utmost in luxury. Its large, spacious lobbies and lounges, including a beautifully furnished cafe, new "saucer" seating, the most modern projection equipment, hi-fi stereophonic sound, electronically controlled heating and air conditioning, plush, roomy orchestra seats and rocking-chairs in the loge section, along with parking for 700 cars guarantee audience enjoyment.

Union Must Pay Damages

SAN FRANCISCO—Superior Judge George W. Schonfeld ruled that Theatrical Stage Employees Union Local 16 must pay $27,481 in damages to Nasser Brothers, operators of the Royal Theatre.

The court ruled that the union had engaged in illegal picketing, violating an agreement reached in 1931. The dispute was over the theatre's refusal to hire additional stagehands after it announced a switch to first-run policy. The house was forced to close last year from Nov. 27 to Dec. 24.

Dear Jay . . . Dear Arnold . . .

In a letter to MOTION PICTURE EXHIBITOR publisher Jay Emanuel, Arnold Picker, United Artists executive vice-president, took issue with the July 22 editorial, "MUST BIDDING GO TO COURT?"

Mr. Emanuel offered to reprint Mr. Picker's letter and his own reply, and the offer was accepted. The editorial in question dealt with blind bidding, and UA's experience with "TOM JONES" was used for illustration. Following is the exchange of correspondence on the subject. First Mr. Picker's letter:

Dear Jay:

I have just read your lead editorial in the July 22 issue of MOTION PICTURE EXHIBITOR, and as you base your thinking so much on the facts as you present them with respect to TOM JONES, I feel it necessary that your readers should be correctly informed, as your inaccuracies are total.

United Artists never refused the finished product as not acceptable but were enthusiastic beyond words. Before the picture was even finished and a rough assembly of the first half was seen, it was felt then that the picture already was on the edge of genius and if finished that way would be an extraordinary film. It is true that in the script stage when the project was first submitted, the extreme confidence of a young executive was a decisive factor in our starting with the venture.

We were never forced to place the film in our theatre but did this with the very thought in mind that it was the one theatre in London where it could run as long as it merited.

No big circuit ever turned the film down "being totally unappreciative of its box-office potential," as you put it, but scheduled its booking based on our representation of the quality of the film, and when they screened it shared our enthusiasm and were happy that it was the best playing time of the year.

The outside signs which you say were a type used for "short runs only" are used for every film regardless of run, and the original planning was always for a minimum playing time of three months which, in itself, is a long run in any city of the world.

I think Jay, if you had checked with us first you would not have been so totally wrong.

Best personal regards.

Sincerely,
ARNOLD M. PICKER

Now Mr. Emanuel's reply:

Dear Arnold:

Acknowledging yours of the 24th, and from the outset, let me state as emphatically as I can that there was not the slightest desire on my part to embarrass United Artists. I have served them constructively many times.

Your company has been of great aid to exhibition and at a time when the industry was floundering. I don't forget this.

At times, we have received letters, of complaint about UA's treatment, and rather than carry these complaints, I would phone Jim Velde, at our own expense, and he always corrected the situation. This is a matter of record which Jim Velde can substaintiate. Jim is a good man—fair and honorable and this is the consensus of the industry.

To be constructive has always been our desire.

The purpose of the July 22 editorial was only to pinpoint that a successful company such as yours also has its problems in the selection of product—and it was used only to show the unfairness of blind bidding. Arnold, if you were an exhibitor, you woudn't like it either.

While I was in London, I talked to some very responsible people whose integrity is considered unimpeachable and I was definitely told, by this unimpeachable source, that at the first screening for the top flight UA's executives, there were cables turning down *"Tom Jones,"* and everyone was concerned. One was reported to have said, "It should never have been made." There may be some inaccuracies on this.

However,when the critics' reviews appeared, everyone became enthusiastic, and can I tell you something else? With a background of 50 years experience, I too didn't like the picture and felt it should not have been made, but UA did a magnificent selling job—and the results prove it.

The sole purpose of this editorial was to show the *"Tom Jones"* episode as an illustration of how difficult it is for industryites to make the right decisions under the most unfavorable circumstances. This being the case, it should be clear that exhibitors who are forced to bid blind for films cannot hope to make intelligent, accurate observations. Yet our industry is the only one in the world using the unfair practice of blind bidding and showing so little consideration for its customers.

I repeat, it sure was not my intention to cause any embarrasement or print anything that was untrue.

To prove my sincerity, I will be glad to carry any of the points you wish denied or—if you desire I will carry your letter of the 24th and my reply. Even though I feel it's best to let sleeping dogs lie, I have nothing to hide and I have no intention or desire to hurt UA.

Best Wishes.

Sincerely,
JAY EMANUEL

Para.-Embassy—

(Continued from page 5)

tacular adventure-drama about the first white samurai, to be filmed in color and wide screen in Japan and Hollywood. Dalton Trumbo has been signed to write the screenplay.

"THE WAR HORSES," the story of a group of American cowboys enlisted to aid the British Cavalry in the Boer War in Africa. The adventure-drama will be photographed on location in color and wide screen.

"ISABEL AND BURTON," a romantic spectacle depicting the love affair between Richard Francis Burton, one of the most controversial figures in England a century ago, and the beautiful Isabel Arundell. John Michael Hayes will write the screenplay for the wide screen-color attraction, which will be filmed on location on three continents.

"THE MINISTER AND THE CHOIR SINGER," based on William M. Kunstler's best-selling book about the notorious Edward Hall-Eleanor Mills murder case. Russell Rouse and Clarence Green will write, produce, and direct the drama.

"THE EARTH SHOOK — THE SKY BURNED," a period drama set against the background of the great San Francisco earthquake. Niven Busch has written the screenplay for the wide screen-color film.

"TROPIC OF CANCER," by Henry Miller, one of the most widely-read novels in literary annals, will be brought to the screen with dramatic depth and fully mindful of the principles of the industry's motion picture code.

"WHEN THE LION FEEDS," based on Wilbur A. Smith's novel of the settlement of South Africa in the 19th century. Stanley Baker will star in and produce the color-wide screen adventure drama on location in Africa.

"I MARRIED A PSYCHIATRIST," Louise Pfister's revealing story of her life with her internationally celebrated psychiatrist-husband. The color comedy will be produced in Hollywood.

"DINGAKA," an African adventure filmed on location in color and wide-screen, with Stanley Baker and Juliet Prowse in the leading roles. The film has already been completed.

"TO THE CORAL STRAND," based on a novel by John Masters, with Dalton Trumbo set to write the screenplay.

Previously announced as part of the Levine-Paramount agreement were "The Carpetbaggers," "Zulu," "Where Love Has Gone," "Nevada Smith." "Imperial Woman," "The Sands of Kalahari," "A House Is Not A Home," and "The Idol.'

Curtis On Talent Hunt

HOLLYWOOD — Bruce Cohn Curtis has been appointed coordinator of new talent for Columbia Pictures. Curtis will scout young personalities who have never made their motion picture or television debuts. It is Columbia's intention to initiate a school for the purpose of developing new talent, with Curtis playing an active part in scouting little theatre groups and collegiate drama departments.

Jerry Levine Leaves Para.

NEW YORK—Jerry Levine, Paramount advertising manager, has resigned that post. Levine, who has held advertising positions in several film companies, will announce his future plans following a vacation.

Carreras Maps Expansion Of Variety Club Activities

LONDON—International chief barker Col. James Carreras called a press conference to enumerate his plans to increase the strength and activities of Variety Clubs International and develop the public image.

His first target is to interest all top industry men in the work and to get as many in show business at all levels as possible into membership. He is convinced that good progress has been made in this direction through Milton Rackmill, Jack Warner, Abe Schneider, Ben Kalmenson, Eliot Hyman, and other leaders presenting Sunshine Coaches to various Tents.

To further the campaign, Carreras has set up a committee under the chairmanship of first assistant international chief barker Ralph Pries, who will have Jack Fitzgibbons, Jr., Joe Podoloff, Nat Nathanson, and Robert Bostick as regional chairmen. A committee of lawyers is also being promoted under Ed Tobolowsky, Dallas, to investigate the many American foundations and trusts and find whether these cannot be a source of revenue to finance VCI projects such as the Sunshine Coach scheme which has caught the imagination as an invaluable means of showing the man in the street operational evidence of the movement's endeavor—already the Halperine Foundation is sponsoring such a coach.

Carreras plans to make four annual trips to the United States to visit tents with executive director George Hoover and, where required, give practical help to local officers in their efforts. He will time one trip to coincide with the TOA convention, which president John H. Rowley has invited him to address.

Carreras is dedicated to the closest working with all show business charity movements and does not feel it is fully realized that children of motion picture industry personnel suffering from certain ailments can get free treatment at VCI sponsored hospitals.

To broaden the public image, the slogan is being amplified to "Variety Clubs International—The Heart of Show Business That Helps Needy Children."

Carreras also announces that dispensation has been given the London Tent for three Sunshine Coaches to be sent to Israel for a particularly deserving children's hospital handling several thousand polio victims. These are being presented by Mrs. Monty Berman, Alfred Cope, and the Easterman Brothers.

Copeland Buys Calif. Paper

WILMINGTON, DEL. — Lamont du Pont Copeland, Jr., son of the president of the Du Pont Company, acquired the stock of the Hollywood, Calif., Citizen-News, afternoon daily, from publisher David B. Heyler, Sr.

Copeland will be president of the Citizen-News and the Great Western Publishing Co., Inc., the firm he formed to purchase the Valley Times, only daily newspaper in California's San Fernando Valley.

The Valley Times will merge two weeklies it owns into the operation of the 27 weeklies owned by the Hollywood Citizen-News.

Emerson Joins Magna

NEW YORK—Marshall Naify, president, announces the appointment of Joe Emerson as vice-president in charge of sales for Magna Pictures, Inc. This coincides with Magna's stepped-up program of motion picture production and national distribution.

INSTANT
FUN
Right this way.....

Rock has Doris......Jus

Rock Hudson Doris Da

Send M

co-starring HAL MARCH · PAUL LYNDE · EDWARD ANDRE

Based upon the play by NORMAN BARASCH and CARROLL MOORE · Directed by NORMAN JEW

A MARTIN MELCHER Production · A UNIVERSAL

OPENS IN THE FALL AT T

vhere she wants him...!

Tony Randall

No Flowers

..... just send me!

TRICIA BARRY and CLINT WALKER as Bert · Screenplay by JULIUS EPSTEIN
uced by HARRY KELLER · Executive Producer MARTIN MELCHER
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UNIVERSAL CITY STUDIOS

REAT RADIO CITY MUSIC HALL

AB-PT'S Hyman Concludes Meetings With Distribs On Orderly Release

NEW YORK — Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, reported that he has concluded two weeks of intensive meetings with the principal film distributors in the final readying of his forthcoming fall-winter orderly release book.

The book, now in its eighth year, is to contain the complete release schedules of the major companies from September, when it is due, through Easter of 1965, and in many instances will go beyond even that date.

It is reputedly the most elaborate of the practical and handsome similar bi-annual industry aids which Hyman has been presenting to the film business since he started the campaign for orderly distribution of quality product throughout the year.

Each of the 11 companies represented in the new book has been allotted a section of its own. In addition to the complete listing of its product, each distributor also presents promotion suggestions which will be helpful to the exhibitor who plans and works far ahead of actual playdate.

The new book is to be titled "GREAT IN '64, GREATER IN '65," which sums up the excellent upswing in boxoffice grosses, particularly in the third quarter of this year. Hyman, according to a distribution executive who attended one of the luncheon meetings, has promised to change the slogan of his campaigning from "orderly distribution" to "orderly profits" if product continues to flow smoothly.

"There will always be hills and valleys in the release of quality product," asserted Hyman, "but there has been a very definite improvement in the consistency of an even flow to the theatres.

"There remains much room for improvement, particularly in the periods of April-May, pre-Christmas, and September-October, but the major film distributors have tasted the sweet fruits of quality releases in those periods and they are responding with greater interest because of the marked success their product enjoyed then at the boxoffices of theatres in the United States and Canada."

Jonas Rosenfield, Jr., left, 20th-Fox vice-president and director of advertising, publicity, and exploitation, and Joseph M. Sugar, center, vice-president in charge of domestic distribution, meet with Edward L. Hyman, vice-president, AB-Paramount Theatres, for final discussions on Hyman's fall-winter orderly release book.

FWC's Bradley Retires

LOS ANGELES—Fox West Coast Theatres' James Bradley retired after 35 years as manager of the circuit's California Theatre, Huntington Park.

Bradley, who joined the company in 1928, and became manager of the California in 1929, first entered the motion picture business in 1915 and was a salesman for World Films and Pathe Films.

Active in various civic projects, he has served as Huntington Park Fire Commissioner and is a 32nd Degree Mason. During World War 11, he was cited as one of the nation's top war bond salesmen.

Chinese Not For Sale

BEVERLY HILLS, CALIF.—Categorically denying a report that Jerry Lewis is negotiating to acquire Grauman's Chinese Theatre, Eugene V. Klein, president and chairman of National General Corporation, said that "the Chinese Theatre is not for sale—at any price to anyone. There is absolutely no basis or foundation for such a report."

Florin To Century Circuit

NEW YORK—Martin H. Newman, vice-president of Century Theatres, announced that Seymour Florin will serve as a consultant for special assignments.

MGM Film Rental Gross Hits Unprecedented Highs

NEW YORK—For the week ending July 23, Metro-Goldwyn-Mayer recorded a weekly film rental gross from both the domestic and international markets in excess of $3,000,000, it was announced by MGM president Robert H. O'Brien. This was the third time in four weeks that MGM has recorded a film rental gross in excess of $3,000,000.

Films making substantial contributions to the record weeks were:

Domestic: "The Unsinkable Molly Brown," which grossed $220,960 during its opening week at Radio City Music Hall to establish a new 32-year opening and non-holiday week record; "The Night of the Iguana," which has been highly successful at the box office in initial key city engagements; "How the West Was Won," which continues to be a prime box office attraction in its general release engagements throughout the country; "Looking For Love," which recorded record grosses in initial situations; "Rhino!" and "Flipper's New Adventure," from Ivan Tors; "Viva Las Vegas," largest grossing Elvis Presley film ever released by MGM; and "Honeymoon Hotel."

International: "How the West Was Won"; "Love in Las Vegas," the international title for "Viva Las Vegas"; "The Love Cage"; "Sunday In New York," which was an outstanding box office success in the domestic market earlier this year; and "Separate Beds," international title for "The Wheeler Dealers."

Protracted Newspaper Strike Seen As Detroit Bargaining Limps Along

By ARTHUR HERZOG
MPE Detroit Bureau

DETROIT—The newspaper strike which began here July 13 has the possibilities of national impact on all major cities which have newspaper associations, and of being the longest in history.

Inasmuch as concessions offered by the Detroit Publishers' Association were acceptable to all unions save striking Local 13, International Printing Pressmen and Assistants Union, and Local 10, Plate and Paper Handlers Union, other reasons for the deadlock exists.

That reason is that unions have long been seeking to dissolve publishers' associations. While such are in effective existence, contracts with all newspapers involved expire at the same time. If unions can deal with each periodical separately with different dates on contracts, union bargaining power is far stronger.

Both unions involved here have appealed to the National Labor Relations Board during the past week for the right to bargain separately. This move is what may make this the most protracted struggle recorded anywhere.

An union official who does not desire to be quoted told your Detroit Bureau that the usual time element for appeals was "two or three months," but that in this case, because of the basic importance of the issue, he believed the Board might deliberate as long as six months.

An outcome favorable to the unions would hit across the country. It would set a precedent for the talks now continuing in New York between publishers and unions for new contracts in 1965.

There are two other factors. The newspapers have not denied they took out insurance against a strike situation from a Canadian insurance company which offers such policies. This could insure publishers against loss for whatever length of time they paid for. Unconfirmed rumor here has it the period is 12 weeks, which would mean protection until early October. Also, rumors were previously spread that the Pressman's International Union, with which both locals are affiliated, indicated its disapproval of the strike by withholding strike funds.

The unions admit that no money is forthcoming, but not because the International frowns on what is going on. It is stated that such funds are depleted because of recent New York, Cleveland, and other strikes. Further, every local is autonomous in such situations.

No indication of fund-raising plans in the event of a marathon strike was made. However, ability to hold out must eventually become a prime consideration.

Finally, union circles are quite uncertain as to whether the NLRB will grant their petitions. They indicate that if they are refused, they will certainly appeal. Whether this would further extend the agony, seems another moot question.

Meantime, exhibition digs in with massive makeshift means of continuing to communicate with the public.

MGM's Seadler To Direct Special Promotion Projects

NEW YORK—Robert H. O'Brien, president of MGM, has announced the appointment of Si Seadler as director of special projects. Seadler will be in charge of the promotion of specific attractions, as well as originating special promotional projects for the company.

Currently, Seadler is promotional head of the special unit supervised by Fred Schwartz and is handling the "Operettas" and "World Heritage" pictures and other series in the MGM reissue department. He will continue this work in addition to his new post.

With Schwartz, he developed the unit which gained industry attention by demonstrating the public's interest in the fine motion pictures of the past and how they can be made productive for the film companies. Recently, Seadler went to the annual national conference of the Motion Picture Councils of America in Atlanta to accept this organization's citation to MGM for its activities in this field.

He supervised the presentation of New York's First Operetta Film Festival at the 34th Street East Theatre, which has just concluded a successful five week engagement at that theatre, the run having been extended two weeks from its original three because of public interest.

New U Pact For Castle

UNIVERSAL CITY, CALIF.—Universal Pictures and William Castle Productions have entered into a three-year agreement covering both feature and tv film production, it has been announced by Edward Muhl, Universal vice-president in charge of production, and producer-director Castle.

The new exclusive contract calls for the production of a minimum of five feature films during the next three years and also covers tv film production should Castle decide to enter this field.

Castle also revealed that he is completing plans for the organization of a new company to handle merchandising on numerous Castle products.

Castle's first picture under the new Universal pact will be "In Case Of Murder."

Pay-TV Issue On Ballot

LOS ANGELES — The unanimous State Supreme Court decision rejecting a suit to remove the Nov. 3 general election ballot Proposition 15, the "free-tv" initiative, was hailed as a "victory for the public" by the measure's sponsors.

Frederick C. Dockweiler, Southern California chairman of the Citizens' Committee for Free-TV, declared:

"The Pay-TV proponents did not get to first base on their claim that the free television initiative was unconstitutional. It turned out to be just another in a series of legal maneuvers designed to prevent the voters from having their say on whether they want to be forced to pay for television programs they are now receiving free."

SW Declares Dividend

NEW YORK—The board of directors of Stanley Warner Corporation has declared a dividend of 30 cents per share on the common stock, payable Aug. 25 to stockholders of record Aug. 10.

Consumer Photo Division Spurs Technicolor Earnings

NEW YORK—Patrick Frawley, chairman of the board and chief executive officer of Technicolor, Inc., announced the earnings for the first six months of 1964. Technicolor, Inc., and its wholly owned subsidiaries earned $2,137,015 or 71 cents per share on 2,997,688 shares outstanding, as compared to $1,971,204 or 67 cents per share on 2,928,954 shares for the same period of 1963. Record consolidated net sales for this period were $47,061,964, as compared to $41,874,016 for the same period of 1963.

Frawley also announced the payment of a regular quarterly cash dividend of 12½ cents per share.

Frawley stated, "The major portion of the increase for the first six months of this year is due to a substantial increase in sales and earnings in the Consumer Photographic Division. During 1963, a new trend was started in the Consumer Photographic Division and we are pleased that it continues to accelerate.

"The Technicolor 8mm Instant Movie Cartridge Projector has been so widely and enthusiastically received in the marketing, industrial, educational, and military areas that sales for this unique concept will reach an all-time high this year. Recently five new and improved models were introduced in order to serve this area more efficiently.

"The Consumer Photographic Division will continue to add new products to the line and increase its share of the high volume amateur photographic business. We are introducing a new Technicolor 8mm Movie Camera which will be a companion item for the Technicolor 8mm Instant Movie Cartridge Projector."

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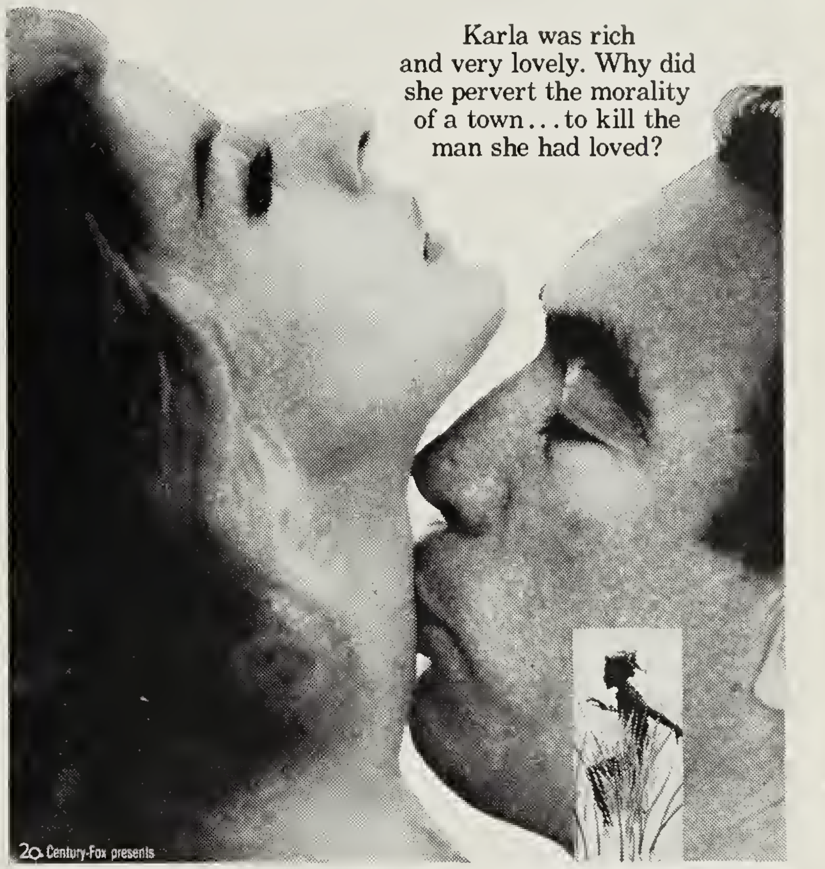

Karla was rich and very lovely. Why did she pervert the morality of a town...to kill the man she had loved?

20 Century-Fox presents

INGRID BERGMAN & ANTHONY QUINN
"THE VISIT"

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Co-starring
IRINA DEMICK / PAOLO STOPPA

Produced by JULIEN DERODE & ANTHONY QUINN / Directed by BERNHARD WICKI / Screenplay by BEN BARZMAN

One in a series of provocative ads for 20th's big September release!

WILL STOP 'EM AND SELL 'EM!

MGM's O'Brien Cites Many Effects Of Automation As Related To Arts

GENEVA, SWITZERLAND — Robert H. O'Brien, President of Metro-Goldwyn-Mayer, in an address on "Automation and the Arts" delivered to the International Conference on Employment Problems of Automation and Advanced Technology, stated, "While the arts themselves never will be automated, they may be affected profoundly by the advances of automation and, reciprocally, will affect profoundly the development and assimilation of automation into our social, economic, and cultural activities. The fact that the masterpiece will never be manufactured by a machine does not mean that advancing technology will not and has not affected the arts."

O'Brien told the more than 50 representatives to the conference, that as an art form, the motion picture is only possible because of advanced techniques of automation.

"Automation clearly makes possible the field of entertainment we represent," he said. "While most would agree that the techniques and effect of automation and the processes of creative effort are at opposite poles, it is often overlooked that automation itself and the uses to which it can be put have been a product of truly the most creative minds of our age.

"Automation constantly increases the demand for . . . popular arts. The worldwide audience for motion pictures and television is already numbered in the millions. And as the underdeveloped countries become industrialized, which is now a matter of decades rather than centuries, the potential audience will be increased by millions more. For in all nations, now developed or undeveloped, it will continue to be true that what automation does, perhaps above all else, is to increase mankind's leisure hours; and anything that affects the relation between hours of work and hours free for recreation is of vital importance to us.

"Moreover, we all know manufacturers have been quick to grasp the impact upon their products when presented on the theatre screen. The newest telephone, the latest model car, the most modern appliances—all attract the interest of a vast audience of consumers after their appearances in motion pictures. This creates demands that only increased automation can fully hope to satisfy.

TV Also A Force

"As recreation time has increased along with income, television has also become a major force. It is hard to imagine a better medium for the dissemination of culture through the techniques of automation than this ability of television to bring great drama, music and works of art into the living rooms of the world.

"Television depends upon film and tape for the bulk of its programming and we are in the business of providing film and tape entertainment. Moreover, a whole series of technological developments are opening up. Before long, via the orbiting satellites, it will be commonplace for us to watch pictures formed originally half a world away. Color television is adding new realism to the medium while some form of subscription television may well become an important factor in the future. In each of these areas, films will play an indispensable role."

In outlining the vital role the motion picture must play now as well as in the years to come, in the automation revolution, O'Brien, said, "Any major change in man's way of doing things—any development like automation—is bound to create misunderstandings and misinformation. Too few people really know what is going on about us today in manufacturing plants, in distribution centers, and in offices. Too many people who have some grasp of the problem are inclined to accept myths about the effects it will really have. It is not pointed out often enough that—rather than destroying man's opportunity to earn a living—automation actually gives man an unimagined opportunity to cultivate his resources. All of us are aware that today's technical revolution has enormous potential for good—or for evil.

"This is a heavy responsibility which we in the arts and communications media share with you. If we are to make an effective contribution, the facts that become available concerning automation must be understood by those who are directly concerned with the creation of motion pictures, who make documentary films and who conceive tv and radio programming. It it true that entertainment cannot preach—that is the surest way to lose an audience.

Art's Social Impact

"But it is also true that mankind learns to understand himself and his environment best by reflected vision. Arthur Miller's 'Death of a Salesman' brought home a way of life—and the disintegration of it—with greater impact than a thousand sermons would have accomplished on the same subject.

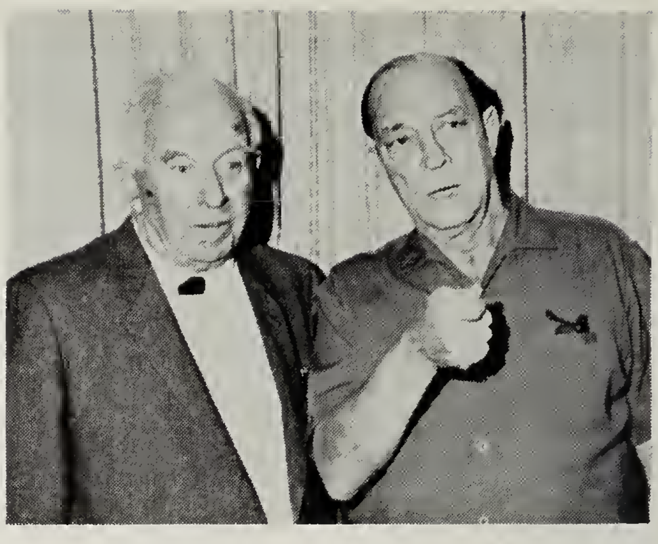
"In 'Modern Times' Charlie Chaplan looked at industrial civilization and saw the machine as the enemy of the hapless worker. Some of the problems he saw 30 years ago are far greater today. There are increased conflicts between the efficiencies of machines and the nature of human needs. What he did not portray is the indispensable contribution that automation is able to make toward a more rewarding and pleasurable life.

"Once the conflicts are understood, a solution is possible. And for understanding we must call upon our creative people—our artists, our writers, our actors, our producers and directors—to help disseminate the truth, without under-estimating or evading the grave problems—to a wider and wider public. Only in this way can we avoid giving greater currency to the myths and misconceptions which are already arisen from the great changes automation has brought to our world.

"We must meet the challenge—but we cannot meet it without this understanding. We must learn the truth—but more than that, we must let the truth be known.

"In a future where for the first time man is able to rise above mean hard work, the rewards can be rich. All of us, working together, can make these rewards possible."

In conclusion, O'Brien said, "The arts will never be automated. But how greatly automation can enrich man by providing him with the time to learn, to enjoy, to understand, and to create."



Famed silent film comedians Buster Keaton, right, and Keystone Kop Chester Conklin recently attended a preview of United Artists' "A Shot In The Dark" at the Los Angeles Motion Picture Country Home.

Academy Names Chairmen For Special Committees

HOLLYWOOD—Membership of five special committees of the Academy of Motion Picture Arts and Sciences—awards policy committee on rules, awards program committee, building committee, finance committee, and forum and screening committee—has been announced by Arthur Freed, president.

Chairmen were named for six other committees by Freed, who said he expects all committees to be fully organized and announced during August. These groups will meet throughout the 1964-65 year on various phases of Academy activity.

Completed committees comprise:

Awards Policy Committee on Rules—Elmer Bernstein, chairman; Jack Atlas, Frank Capra, Macdonald Carey, Hal Elias, William W. Hornbeck, Jacob H. Karp, Emile Kuri, Walter M. Mirisch, Hal Mohr, Richard Murphy, Gordon E. Sawyer.

Awards Program Committee—Steve Broidy, chairman; Atlas, Harry Brand, William H. Daniels, George W. Duning, Alexander Golitzen, Roland Gross, Stanley E. Kramer, Kuri, Fred L. Metzler, Gregory Peck, Daniel Taradash, Harry Tytle, Waldon O. Watson, Robert E. Wise.

Building Committee — Broidy, chairman; Carey, Elias, Glenn Farr, Golitzen, Fred L. Metzler, Mohr, Murphy, Sawyer, Watson.

Finance Committee—Fred L. Metzler, chairman; Broidy, Carey, Elias, Murphy.

Forum and Screening Committee—Geoffrey M. Shurlock, chairman; Brand, Walter Reisch, Robert M. W. Vogel.

Chairmen named to date are: Elias and Tytle, short subjects branch executive committee; Norman Corwin, documentary awards committee; Roy C. Metzler, foreign language film award committee; Murphy, general membership committee; Bernstein and Duning, co-chairmen, music branch executive committee; and Murphy, writers branch executive committee.

Cramer To Museum Post

HOLLYWOOD—Joe L. Cramer, former director of business affairs for U.P.A. Pictures, Inc., was named administrator of the Hollywood Museum, it was announced by Sol Lesser, president of the museum.

He succeeds Richard E. Hall, who resigned from the museum to enter private business.

Cramer's career covers more than 25 years in motion pictures and television. He has been a member of the Directors Guild of America, Inc., since 1940.

MCA Sets Film Deals For Broadway Shows

NEW YORK—Motion picture property sales set by the William Morris Agency in recent weeks featured a quartet of successful Broadway plays, according to Abe Lastfogel, president of the international talent management firm.

Play deals already set include Sidney Michael's "Dylan," with Columbia Pictures; Ronald Alexander's "Nobody Loves An Albatross," to MGM; "Any Wednesday," by Muriel Resnik, and Edward Albee's "Who's Afraid of Virginia Woolfe?," with Warner Brothers. Alexander Cohen and Gabriel Katzke will produce and Michael Gordon will direct "Albatross." Ernest Lehman will produce and write the screenplay for "Virginia Woolfe." All are represented by the Morris office.

Other recent property sales involve two novels, three original stories, and several creative clients of the agency. In this connection, Columbia has concluded a deal for Frank Capra to produce and direct Martin Caidin's "Marooned." Norman Jewison will produce and direct Nathaniel Benchley's "The Off-Islanders," with William Rose doing the screenplay for United Artists-Mirisch Co.; MGM has acquired "Roses Are Blue," an original by Garson Kanin; Gore Vidal will do the screenplay from his original story, "Don't Rock The Boat," for Martin Ransahoff's Filmways Productions; and Norman Lear and Bud Yorkin will produce and direct "Divorce, American Style," from a story and screenplay by Lear, for National General, which will go into production this year.

As a 1965 project, Lear and Yorkin will produce and direct "Never Too Late" for Warners, with playwright Sumner Long doing his own script for the film version.

Executives involved in these activities include Joe Schoenfeld and Phil Kellogg, co-heads of the motion picture department; Charles Baker, legitimate theatre department; Helen Strauss and Mike Zimring, literary department; Helen Harvey, Harold Franklin, Jack Hutto, and Sylvia Hersher, plays and writers; and Bernie Wilens, motion pictures. Nat Lefkowitz, Morris Stoller, and Sam Weisbord, senior executive officers, figured importantly in these negotiations.

Full Integration Of Foreign Films In U. S. Theatres Seen By Emanuel

NEW YORK—"We are on the verge of achieving total integration of foreign product in United States theatres."

This is the observation of David Emanuel, president of Governor Films. Currently releasing two British imports in the popular "Doctor" and "Carry On" series as summer offerings, "Doctor In Distress" and "Carry On Cabby," Emanuel pointed out that the foreign accent is no longer a bar to playdates. A film's nationality is no longer a prime consideration.

Despite the prejudices that affected boxoffice results of films from abroad in past years, the veteran distributor recalled that motion pictures, as an international business, is not a recent development. During the last few years, he added, the industry has merely accelerated its one-world concept to the point where features are now being geared to the international market for maximum potential gross.

"Actually," Emanuel noted, "foreign influences on movie-making have always existed. Even so far as technology is concerned, Edison must share billing with the European scientists who fashioned cameras and projectors at the turn of the century. And, long before them, Aristotle, Archimedes, and Da Vinci were fascinated by and influenced the development of motion picture.

"The early work of filmmakers from abroad also had a decided effect on the growth of our own domestic industry. When monopoly conditions prevailed in production and distribution a half century ago in this country and all pictures were limited to one and two reels, imported films upset these restrictions. And one has only to note the names Garbo, Jannings, Lubitsch, to realize how foreign influences continued in the 'middle age' of the movies. Now the trend is stronger than ever."

The success of foreign films is a matter of exposure, the importer said, as it is with other overseas products. Taking foodstuffs as an example, he cited how foreign dishes like sukiyaki, shishkabob, wiener schnitzel, mamaliga, and shashlik tempted American taste buds.

It's the same with movies, Emanuel went on. Foreign films first got the exposure because "picture gourmets" wanted them and helped build up a limited market. The potential was expanded because of necessity (shortage of product) and the pint has now been reached where foreign films are no longer confined to specialty houses and grosses cannot be overlooked.

In 1959, Emanuel achieved 7,000 bookings and grossed in excess of $2,000,000 with "Carry On Nurse" in the U. S. market. Acceptance of these imports is also aided by audience recognition. Many English stars have crossed the Atlantic to make American films and are therefore already known.

"Today, travel is swift and innovations permit us to witness historic events in any part of the globe via Telstar. As the world grows smaller, the necessity for a global concept in moviemaking becomes more apparent. More and more, the promotion of quality pictures transcends all boundaries. It is not uncommon today for a majority of the films released internationally to represent creative talents from many lands. Each film in itself becomes a miniature United Nations."

Victoria Facelift Delays Col.'s "Pale Horse" Debut

NEW YORK—The completion of an extensive refurbishing program at New York's Victoria Theatre will delay the world premiere of Fred Zinnemann's "Behold a Pale Horse" until Aug. 14, it has been announced by Columbia Pictures.

At the completion of the refurbishing, the Victoria will have undergone total renovation including new seating, new marquee lighting, new curtain, alterations in the projection lamps, and an increase of 53 per cent in screen size.

Broumas Names Execs

SILVER SPRING, MD.—John G. Broumas, president of the 50-theatre Broumas circuit, announced the appointment of Michael Papamichael as vice-president in charge of theatre construction, development, and improvements.

Papamichael will supervise the building and development of new theatres as well as the physical aspects of the present theatres. Currently, Papamichael is coordinating his efforts with Broumas in order to open the rapidly growing chain's two newest additions, the 900 seat Barricks Road Theatre and the 900 seat Plaza, Winchester, Va.

Broumas also announced the appointment of James S. Lipsner as director of advertising and publicity for Broumas Theatres.

Woolner Counsel Named

LOS ANGELES—Woolner Bros. Pictures, Inc. which recently moved its headquarters to Hollywood, has engaged legal firm of Donald E. Leon to handle their interests and to finalize foreign and domestic production deals for company.

UNIVERSAL CITY STUDIO TOURS

Producer-director William Castle boards one of the specially built trams for a tour of Universal City Studios. The tours were recently opened to the public.

"Station Six" Bolstered By Exhibitor Suggestions

NEW YORK—Two weeks of coast-to-coast meetings on "Station Six Sahara" with 145 advertising and publicity heads representing aproximately 4,000 of the top theatres and drive-ins in the country have been exceptionally successful and productive, it was reported by Jack Goldstein, Allied Artists national director of advertising and publicity.

In heading up the meetings and seminars in New York, Chicago, Dallas, and Los Angeles, Goldstein found unqualified enthusiasm for the approach which allows exhibitors to contribute their thinking to an important film's advertising and promotion campaigns. Theatre and circuit ad-pub directors who came from many parts of the country, he stated, expressed elation at the chance to consult in depth with a major distributor before campaigns had been finally firmed up on a national basis.

The sessions, generally, were so successful, Goldstein revealed, that many theatre and circuit representatives asked for more of the same and, in turn, he argeed to continue the practice on every major AA picture.

The fact that the exhibitors attending the sessions had not previously booked the film under discussion provided still another dimension to the meetings—that of sales impetus. In addition to being able to express their views on the film's advertising-promotion approach, exhibitors viewed "Station Six-Sahara" and personally met with Allied Artists sales heads Ernest Sands, general sales manager; Nat Nathanson, assistant general sales manager;; and Harold Wirthwein, western division sales manager.

Most significantly from a sales point-of-view, Allied Artists branch managers from each territory also attended their respective seminars.

Although the basic advertising and art concept on "Station Six-Sahara" was conceded to be of top calibre and met with enthusiastic acceptance—many valuable suggestions were offered by exhibitors in each area reviewed. In addition to the over-all advertising-promotion campaigns, these topics included accessories, trailers, radio and tv spots, lobby display materials, and Carroll Baker promotional aids. Examples of the latter, inspired by exhibitors interest, are special "sex-sell" Carroll Baker tv trailers for use after 10 p.m. and Carroll Baker radio spots designed for use by one outlet in each city as station breaks.

One graphic example of the promotion results of the sessions is the general agreement of exhibitors to run a special newsreel clip insert of the "Station Six-Sahara" premiere staged in Las Vegas. This footage highlights Carroll Baker, who attended the event in an Oleg Cassini transparent gown, celebrity party and premiere attendance, and general color and ballyhoo that spotted the city. The newsreel film, at the request of exhibitors, is also being made available in 16 mm for local television.

The "Station Six-Sahara" seminars were attended by, in New York, advertising and publicity heads from RKO, Loew's, and Stanley Warner; in Dallas, representatives from Fort Worth, Oklahoma City, Atlanta, Charlotte, Jacksonville, Memphis, Houston, and San Antonio; in Chicago, by exhibitors from Cleveland, Detroit, Pittsburgh, Milwaukee, Minneapolis, Des Moines, and Kansas City; and in Los Angeles, by practically every major theatre circuit nearby.

The NEW YORK Scene

By Mel Konecoff

ACCORDING TO JAMES NICHOLSON, PRESIDENT OF AMERICAN INTERNATIONAL, his company is embarking on the building of a contract list of new people as well as capable veterans in the business. The newcomers will most likely be signed to exclusive contracts. It seems that the company has had great success with their various "Beach" pictures, and the casts have become well known both as a result of the films and their personal appearances.

To take advantage of the build-up, it was decided to establish the equivalent of an AIP stock company with about a dozen promising actors and actresses in the group, who will receive the star build-up. Sending them out on the road helps to establish them, and he felt it was to the company's advantage to have them exclusively under contract. Personal appearances are not only limited to the U. S., but they are being sent overseas as well, where they serve both as ambassadors from Hollywood and to hypo film receipts on their pictures.

Nicholson reported across the luncheon table at Sardi's that ten years ago, the company started out by making pictures for young people, and he was confident that these are still in demand. The base has been broadened to embrace entire families as well, and concentration is still on escapist themes. He wryly noted that 10 years ago, if he had known what he had to go through to reach their present position, he might never have started the company. A most rewarding point in the decade was the wonderful treatment by exhibitors.

He reported that "Bikini Beach" will gross 4½ millions domestically. "Beach Party" took in three millions in net film rentals. "Muscle Beach Party" took in $1,800,000. Twelve to 16 features are planned for 1965, including a "Golden Dozen" which will be in color, widescreen, and in an "A" category of over a million dollars. The emphasis will be on quality and not quantity, with the youth theme and science fiction stressed.

One of the contract youngsters introduced at the luncheon was Susan Hart, who was glad to be with AIP because of their plans for her and because the people were so nice. There are no plans to give up franchise operations, nor were exhibition plans of the company yet finalized, he said.

YOUTH PLUS EXPERIENCE: Add together Sol Lesser, 74 years of age, and Sandy Lane, 11 years of age, and you've got the start of something new in the area of electronic dots and exposed cellulose. It seems that Lesser, who produced 117 motion pictures and won two Academy Awards, saw "The Searching Eye," which is a documentary at the Eastman Kodak pavilion at the World's Fair and which features young Lane. He was so impressed that he signed the lad to a five-year contract with options.

Lesser, who was first to recognize the talents of such as Jackie Coogan, Jackie Cooper, Bobby Green, and others, was lured from retirement by the lad's possibilities, and he plans on making his debut in tv as a producer with young Lane in a series presently being scripted. Plans for theatrical films are still in abeyance. Lesser will continue as president of the Hollywood Museum while working on the series entitled "The World Is Round," concerning a boy's discoveries regarding the world. Saul Bass, he of prize-winning title fame, will help as physical producer.

Sandy (real name is Walter) is the son of veteran actor Rusty Lane (real name is James), whose career dates back to 1914, when he appeared in his first film, "The Man Trail," and who appeared in more than 500 live telecasts in five years as well as in countless films. The most recent of these are "Spencer's Mountain," "The New Interns," "Fate Is The Hunter," and "Youngblood Hawke." Dad has no intention of retiring since Junior is talking about 74-foot yachts. Sandy, by the way, doesn't care too much about acting, preferring some day to become an electronics engineer.

ADVISE AND ADVICE: ELSEWHERE ON THIS PAGE, THERE'S A STORY ABOUT Jack Goldstein, national director of advertising and publicity at Allied Artists, turning to theatre advertising and publicity heads for guidance on the campaign for the company's forthcoming "Station Six-Sahara," which stars Carroll Baker. The material he got as a result was fantastic, in his opinion, and he plans on continuing this with other product.

As regards Baker, he had much praise for her cooperation and willingness to help in the selling. One instance came to mind. It seems that Oleg Cassini designed a transparent gown, which she was supposed to wear for the premiere of the film in Las Vegas. He sent it on to her a couple of days prior to the event. It uncovered too much in many places and not enough in others. She spent a whole day patching and cutting so it would be ready for the premiere, where it caused a sensation. As a result of this and other cooperative moments, Goldstein is seriously considering asking the theatre reps to award her a citation, not only for her help but also designating her as the sexy successor to Jean Harlow and Marilyn Monroe.

FLORAL NOTE: The other day when we returned to the office, we found a florist's box containing a pink carnation with the note that Tony Richardson's "The Loved One" started production on that day. We called MGM to tell 'em that they were sweet to send the floral reminder and found out that 149 others were similarly treated. The kicker to the bit is that the film concerns itself with a romance between a girl make-up artist in a mortuary for humans and an employee in an animal mortuary. The florist who handled the distribution didn't know this and decided that the request for 150 white carnations was too macabre—so he sent pink ones instead.

The result is that MGM isn't paying for the flowers.

LONDON Observations

By Jock MacGregor

WHAT A SHAME IT IS THAT WITH SUCH A WORLD WIDE SHORTAGE OF TALENT in the industry, so many of the younger creators are seemingly so obsessed with the continental cinema and contemptuous of the commercial. Too many are filming to please themselves—and possibly the critics—rather than the masses. Currently, there are a number of such British pictures going the rounds. They have been applauded in the press, and acclaimed at foreign festivals, but are proving a drag at suburban and provincial boxoffices. Some dedicated teams, who really believe in subjects, make personal sacrifices, and trust their judgment by taking percentages of the profits (if any), are to be encouraged for such pictures are specially sold and can achieve useful returns in many markets. The higher budget offbeat movies are the problem, and it is surprising the distributors allow the producers such liberty. With finance for production such as it is, would it not be wonderful if these young men could be disciplined to devote their unquestioned talents to making popular subjects really well so that distributors, exhibitors, patrons, and even critics could be happy?

THE POSTAL STRIKE HAS PROVIDED THE BEST EXCUSE EVER FOR NOT DOING desk work—why write when the letter may never get there or pay that bill and have the check lie in a mail bag? The phone has been used excessively, and office boys have been claiming for the shoe leather worn out delivering by hand. It has been a wonderful reason for going out to make personal contact and find out what is really happening in the big world. One victim was the reopening of the Warner Theatre after a $300,000 modernization with "Robin and the 7 Hoods." A worthy premiere was impossible since invitations could not be sent, acceptances received, and tickets mailed, with letters taking 10 days to travel short distances. In consequence, Arthur Abeles phoned a number of trade leaders to join the critics after the press show in the new "My Fair Lady" lounge bar for a champagne buffet lunch and made one of the wittiest opening speeches ever. It had to be heard to be enjoyed and what a pleasant change from the usual oratory on such occasions. One of his problems is trying to explain to Jack Warner the vagaries of the London County Council's licensing laws, which permit him to sell hard liquor during road shows but not during continuous performance runs, though MGM's Empire next door can. I got his point! ABC's architects, headed by Jack Foster, have carried out the transformation which required a complete gutting of the building. The entrance foyer and circle lounge have been redesigned. In the auditorium, a suspended ceiling carrying the lighting motif, richly curtained side walls, and the realigned stalls floor all sweep in to frame the actual screen so that it provides the fourth wall. The stage and orchestra have been eliminated. 70mm has been installed though "My Fair Lady" cannot open before 1965 because of contractual ties. The work was not fully completed by the press show, and a nice and much appreciated gesture of the management was to ask those still working to join the lunch and toast the venture.

THE INDUSTRY IS LOSING ONE OF THE MOST COLORFUL CHARACTERS. WILliam Hutchinson better known as "Jock," is retiring after a life time in films and 22 years with MGM. He will be succeeded as head of sales by Lester Brooks, who has shared the post with him for some time. Jock, always immaculate and a bit of a dandy at heart, will be missed, but I suspect, since he will continue living in London, that he will not be missing from trade functions. . . . Congratulations to the British and American Film Press, publishers of the Daily Cinema, on achieving an increase in profits of $9,500 on the year. . . . An added adornment of operation, a necessity in Jim Carreras' Wardour Street HQ is a map of America so that he can keep a constant eye on all Variety Tents. George Hoover has been working with him for the past week. Jim is starting four more features headed by the remake of Rider Haggard's "She." . . . It has been a long time since there was so much rivalry between the sponsors of two films as there is over Cliff Richards' "Wonderful Life" and The Beatles' "Hard Day's Night," which have started their prereleases at the seaside. The wires are buzzing with reports of fabulous takes and holdovers. . . . Looked in on the first of the "Blackpool Night Out" series being televised from the ABC, Blackpool, on Sundays, and found the camera lovingly picking up features of this magnificent new theatre which reverts to movies in the fall. . . . Never publicised has been the fact that London's Studio One has not played an "X-Adults Only" film for 12 years. Apparently a woman took her teenage son to "Le Plaisir," did not like what she saw, told the owner, Welsh businessman, philanthropist, and churchman Sir David James. He checked, agreed, and has played only family type entertainment—mainly Disney. It is one of London's most successful theatres. . . . A strippery off Wardour Street has installed closed circuit tv on the bar so that the drinkers do not have to move. This intelligence about the marvels of modern science was unmasked solely through the postal strike driving people away from their desks!

Sextant Activities Expand

NEW YORK—Sextant, Inc., an independent television and motion picture production company, announced plans for an expansion of its television programming activities in New York.

Allan B. Schwartz has been named head of New York production. He recently joined the company after four years at the ABC-TV Network.

Peck Joins Festival Unit

HOLLYWOOD—Gregory Peck has been appointed by the Screen Actors Guild as a member of the Hollywood Guilds Festival Committee, it was announced by Fred Zinnemann, committee chairman.

Consisting of two delegates and one alternate from each of four talent guilds, and functioning at the request of the U.S.I.A., the committee selects official U. S. entries.

ALBANY

John E. McGrath, Jr., employed in his father's Albany, N. Y., Theatre Supply Co., married Mary I. Chludzinski in St. Pius X Roman Catholic Church at Londonville. Bride is a graduate of Albany Junior College, which groom also attended. . . . Trading stamps are the extra inducement which local employees of Columbia exchange offer wives of exhibitors "to induce your husband to book as much Columbia product as is possible between Sept. 13 and Dec. 24," in a Sales and Billings Drive that is part of the 40th Year of Service celebrated by the company. For each feature playdate submitted during specified period, 40 trading stamps "of your choice" will be awarded, and another 40 for each four shorts booked. Wives of exchangemen are making "the supreme sacrifice" by giving their trading stamps, according to a letter addressed to "Mrs. Exhibitor," care of husband's theatre. Branch chief Herbert Schwartz thought of the trading stamp idea, used by theatres, including one Albany area drive-in but never before in a film sales campaign. . . . A high wind blew down the screen of Rustic Drive-In, Wynantskill, outside Troy. . . . Ned Christiano reopened the Lee, Lee, Mass., which had been closed for a year. Nephew of owner Mrs. Elizabeth Sarra, he operated the 400-seater once before. For a time, virtually all major distributors served it from Albany, but reportedly some might switch the assignment to Boston. . . . ABC-TV Films, Inc., has filed a certificate with the Secretary of State to conduct a film, tape, television, radio, and theatrical programs business of all kinds, with principal office in New York.

ATLANTA

Three new members to the local WOMPI are Muriel Head, MGM; Linda Rickman, MGM; and Freddie Youngblood, MGM. . . . Tillie Shapiro was hostess at a stork shower for Jean Mullis, WOMPI International past president. . . . Sid Whiteman, former Universal booker, is preparing to enter the

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TRADE MARK

PROJECTOR CARBONS

ministry. . . . Bailey Theatres' 81 Theatre has been torn down. . . . R. J. Barnes, Knoxville, Tenn., exhibitor, returned from Ohio where he attended his brother's funeral. . . . Signing of the civil rights bill brought few changes to Savannah, Ga., where downtown theatres had been integrated last October after demonstrations. A slight decline in white patronage has been noted, but the situation has remained peaceful.

BOSTON

Sam Richmond Films has taken over the film properties of Second National Pictures, which has gone out of business. Richmond has taken over distribution of MGM reissues and Medallion Pictures, which were formerly handled by the defunct Second National. Richmond, who was formerly general manager of Sack Theatres and a film exhibitor in Lawrence, Mass., before entering independent distribution under his own banner, is distributing Gorton Productions' "Panic Button" in the New England territory. . . . American International Pictures' branch here and WBZ radio station are running a search for talent contest through Aug. 8 with the winner to receive a role in the new AIP picture, "Pajama Party," with Tommy Kirk and Annette Funicello. The contest is being promoted in conjunction with the latest AIP release, "Bikini Beach," set for opening on multiple run in mid-August in the New England area. Bruce Bradley, WBZ radio disc jockey, is handling the radio promotion. Harvey Appell, AIP branch manager here, is supervising the promotion.

BUFFALO

Following meetings and concerts in Toronto and Buffalo, a large delegation from the American Association of Theatre Organ Enthusiasts went to Rochester, pursuing their hobby at the RKO-Palace and Eastman, where the old organs were dusted off and played for the visitors' benefit. A concert was given one evening on the organ of the First Universalist Church, the second organ built and installed in America by Robert Hope-Jones, who pioneered in the construction of the advanced giant organs for theatres and churches. Tom Grierson, long a prominent theatre organist in Kodak Town, played. The visitors also heard the Eastman organ, reported to have been the largest theatre pipe organ of its time, at a private concert. . . . A Disneyland-type project may be in the planning stage in Niagara Falls following a trip to Washington by Mayor E. Dent Lackey, counsel James Milne, and Nate Wyncoff, Hollywood planner, to meet officials of the Area Redevelopment Administration. Wyncoff is one of the original officers of Walt Disney Productions, Inc. . . . A long-standing argument among foreign film fans was to be settled by an imaginative move on the part of Fred Keller, manager of the Circle-Art theatre, on whether the dubbed-in or sub-titled feature film is the most popular. The Italian reissue "8½" opened at the theatre Friday night and Keller planned to run both the dubbed and sub-titled versions of the film during its three-day engagement. "We have wanted to try this experiment for a long time," Keller said, "but this was the first time we could get both prints. Frankly, I tend to favor sub-titles myself, but we will know in a few days which attracted more theatre-goers." . . . There was a lot of excitement around the Granada when "Fall of the Roman Empire" had its western New York premiere, which was sponsored by the Buffalo Junior Chamber of Commerce. . . . The following new board of directors of Allied Theatres of New York State, Inc., has been elected: Marvin Atlas, Sidney J. Cohen, Sam Gandal, Rube Cantor, Syracuse; Charles Finnerty, Jamestown; Dewey Michaels, Gasper Mendola, John Martina, Rochester; Jake Stephanor, Joe Warda, Al Wright, Sam Sunness, Binghamton; and the following from the Albany area, Leonard Rosenthal, Sylvan Leff, Sam Rosenblatt, Joseph Miller, and George Thornton. This new board of directors will elect the new officers of the New York unit at the Concord convention, when Allied Theatres of New York and New Jersey will hold a combined pow-wow.

CHARLOTTE

Bill M. Rawls, house manager of the Ambassador, Raleigh, N. C., for the past five years, has been named manager, Center, Rocky Mount, N. C., succeeding Douglas Cooper, who has been transferred to Fayetteville, N. C., as manager, Boulevard Drive-In, another unit in the North Carolina Theatres chain.

CHICAGO

Joseph Sugar, 20th-Fox distribution chief, was here showing film trade latest product for fall and winter distribution. . . .Wentzel Projector Company has been acquired by Edward Wolk, Inc. Wolk supplies the industry with replacement parts. . . . S. J. Gregory, president of Alliance Theatres, and John Doerr, secretary, are on a trip to Seattle where they will make a survey of the Midstates Circuit of the company. . . . Michael Todd and Cinestage management has closed the two features which opened in April. "The Fall of the Roman Empire" was shown at Michael Todd and "Becket" at Cinestage. Plans are in the offing for new filming openings. . . . Robert Hugel has reopened Tazewell, Washington, Ill. . . . Free Summer Fun Shows for children and mothers will be offered at seven neighborhood and suburban Balaban and Katz theatres. The shows will be shown on weekdays, beginning at 10:00 a.m. Programs will feature films, cartoons, short subjects, games, contests, and prizes. A master of ceremonies will be in charge of each show. Neighborhood merchants will distribute tickets and offer the prizes. . . . Mike Reilly has opened his Ritz, Genoa, Ill. . . . Mayer Stern and Associates opened their new Tee and See Drive-In, Aurora, Ill. In conjunction with this new theatre is a golf range. . . . Technicolor Corporation has named Burton Neuberger as director of sales and Huntley Briggs as assistant general manager. . . . Jack Silverman named to executive staff of Essaness Circuit. . . . Balaban and Katz Circuit paid common stock quarterly dividend of 50 cents. . . . Hillside, under Brotman management, celebrated its second anniversary. All women patrons received orchids. . . . Louis Corrington, president, Merchantile National Bank Building, reports that other exchanges will follow 20th-Century Fox's move into the building this fall. A projection room has been slated for the fourth floor. . . . Herb Martinez named manager of Universal exchange for this territory. He comes from Detroit exchange, where he will be succeeded by Harry Bubaum, former Chicago exchange manager.

CINCINNATI

Theatres in general, drive-ins especially, made "hay" along with the farmers, having about the strongest array of product in many a "harvest moon." . . . E. B. Radcliffe, Enquirer movie critic, wrote a feature, "Run for your money," on his movie page. He was wondering if it was good business to play so many first-run films in suburban houses instead of allowing for extended runs in the downtown theatres. He decided that movie fans will answer that question who ordinarily don't break down doors for second-runs, no matter where they are played. . . . Shakespeare followers are pleased to have the privilege to see Richard Burton's version of "Hamlet," which is to play the RKO houses Sept. 23-24. If the idea succeeds, a whole new field for motion picture theatres will be opened up, much to the delight of managers Joe Alexander, Albee; J. E. Jones, International 70; and Florence Kipp, Grand, who anticipate a nice boxoffice jingle during the upcoming "Hamlet" run. . . . Paramount exchange is scheduled to move into more streamlined quarters within the next six weeks, in the same building, 1632 Central Parkway. . . . Dan Acito, interior designer of the re-

Seen at recent opening of the new Evergreen Theatres One and Two, Evergreen Park, Chcago, were Jack Eigen, NBC radio interviews, left; actress Arlene Dahl; Chicago Daily News movie columnist Sam Lesner, center; and theatre owners Raymond Marks and Martin Rosenfield. Their conversation was taped and played later on a radio broadcast.

conditioned Times Theatre, has been elected president of the southern Ohio chapter of the National Association of Interior Designers.

COLUMBUS, O.

RKO Palace and Academy-Neth's University will show the two-day booking of Richard Burton's "Hamlet" Sept. 23 and 24. . . . City and county officials and officers of the Franklin County Historical Society and Ohio Historical Society participated in the unveiling ceremony of the historical marker on the facade of Loew's Ohio. The plaque commemorates the fact that the old City Hall occupied the theatre site from 1872 to 1921. Manager Sam Shubouf tied in the ceremony with MGM's "The Unsinkable Molly Brown." . . . Ed McGlone, RKO city manager, has returned after recovery from recent surgery at Will Rogers Hospital. . . . Columbus show business friends of Marmaduke R. "Duke" Clark were saddened at news of his death at 74 in San Mateo, Calif. In the late Twenties and Thirties, Clark was Paramount exchange manager here and a moving spirit in Columbus Variety Club Tent Two, where he was chief barker for several terms. . . . Danny Deeds, operator of the legitimate Hartman, announced lineup of six Theatre Giuld one week bookings starting in October. The list includes "Any Wednesday," "Oliver," "110 in the Shade," "Barefoot in the Park," "Dear Me, The Sky Is Falling," and "A Case of Libel."

DALLAS

Dial-A-Movie has made its bow here and provides age rating on motion pictures playing at downtown, neighborhood, and D-I's. The telephone service rates films morally on a nonsectarian basis. The service is sponsored by the Exchange Bank & Trust Co. There are 12 national agencies active in rating the films. . . . Raymond B. Jones, manager of the downtown Worth, observed his 50th anniversary in show business and 22 years as manager of the Fort Worth theatre. . . . The Will Rogers fund campaign leaders, W. B. Williams, manager of the 20th Century-Fox exchange, and Earl Podolnick, president of Trans-Texas Theatres and president of the Texas Drive-In Theatre Owners Association, have set their sights on a $60,000 goal, $50,000 from theatre audience collections and $10,000 from individual Christmas salute contributions by employees of theatres and distribution exchanges. The goal doubles the amount collected in Texas last year. . . . During his visit here, Donald O'Connor will receive the Interstate Theatres' annual Golden Star Award. . . . Jeanne Allan has joined the staff of the Buena Vista film exchange, replacing Norman Jean Thomas, who resigned.

DENVER

Bus Amato, who has been head booker at MGM, resigned to move to San Francisco. . . . Installation of officers of the Denver chapter of WOMPI was held at a dinner in the Gold Room of the Brown Palace Hotel here. . . . Mary Bayes, publicist for Fox Theatres here, scored a "first" by arranging a special showing of the topless bathing suit to advertise "What a Way to Go" at the Centre. . . . Fred Brown, who retired some years ago after a full life in the film business, stopped along Film Row to renew acquaintances.

ACK LEMMON'S JUNKMOBILE
from "GOOD NEIGHBOR SAM"

Swedish actress Eva Lyrad salutes the "junk-mobile" created as a prop for Jack Lemmon's role in Columbia's "Good Neighbor Sam" at its recent gala showing at the Better Living Center of the New York World's Fair.

HOUSTON

Publicist Sid Balkin will move to Hollywood soon to begin a new career as a movie producer. . . . In the lobby of the Windsor Cinerama in conjunction with the showing of "Circus World" is the famous collection of circus objects by Mrs. Fred Stancliff. . . . Allison Sanders, author of "In Houston," a column in a local newspaper, is giving away passes to the showing of "Good Neighbor Sam" at the Metropolitan to those people who are proving to be "good neighbors." Readers are invited to submit names of their friends who have done some act of good-neighborliness.

JACKSONVILLE

WOMPI members had an unusually full calendar of events during July, including fund-raising activities, charitable work, and social functions. . . . One new WOMPI member was welcomed into the organization: Betsy Glass, FST home office. Dorothy Edrington, Allied Artists, and Sandra Smoot, MGM, were reinstated. . . . Substantial sums were realized by dint of hard work at a rummage sale at the Brentwood Housing Project; day-to-day sales of old newspapers, new hosiery and greeting cards; and a Tupperware sale and swim party chairmanned by Anne Dillon at the home of Vivian Ganas. . . . A WOMPI-sponsored Saturday midnight twin horror show has been planned for the downtown Imperial the night of Aug. 15 as a repeat of the successful WOMPI benefit show staged at the Imperial in August, 1963.

KANSAS CITY

"The Unsinkable Molly Brown" turned in one of the best benefit performances in the history of motion pictures here with its premiere a the Capri. Robert Zimmerman, citizen-president of the YMCA, announced that nearly $130,000 has been added to the Y's Second Century expansion fund as a result of the "Molly Brown" affair here. The Y had virtually ended its spring fund-raising campaign, aiming at a $1,000,000 goal, when Harve Presnell came to town for personal appearances June 3-5. One of his personals was before Y campaign captains. Since that time, the cause has experienced rising new interest, and this carried through the premiere ballyhoo period to result in the sharp uptake. Zimmerman was overjoyed to receive the funds in $10,000 "gold bricks" tossed at him by industry leaders and others who sparked the campaign, including Stanley Durwood, president of the circuit which donated the theatre and inspired the campaign. Edwin Dennis, KMBC-TV; and David Croninger, KMBC-AM-FM, who contributed on-the-air promotion in depth; and Jack Webb, representing Kansas City Restaurant Association.

MEMPHIS

George Hale, National Theatre Supply, gives the information that Sunset Drive-In, Hot Springs, Ark., suffered severe damage to its screen and tower. It is concluded the drive-in will have resumed operation by the time this report is printed. . . . C. W. Tipton has opened the New Theatre, Caraway, Ark., and Rowley United opened Twin City Drive-In (two screens), North Little Rock, Ark. . . . Belmont Theatre, Belmont, Miss., has closed permanently. . . . B. F. Jackson reports that Jack Lemaster is now operating Delta, Ruleville, Miss. . . . W. R. Ruffin has temporarily closed the Halls, Halls, Tenn. . . . There is no Cinerama in Memphis now. The Cinerama installation at Loew's Palace lasted nearly three years. Memphis movie patrons enjoyed all the old Cinerama travel films, a digest of highlights from these films, and MGM's two recent three-projector Cinerama story-films, "The Wonderful World of the Brothers Grimm" and "How the West Was Won." When it appeared likely that the so-called single-lens Cinerama would replace the original three-panel system, the decision was made to remove the three-panel system. Since then, producer-director George Stevens has announced that his "The Greatest Story Ever Told" will be released in three-panel Cinerama. If this happens, "Story" cannot be shown in Memphis as well as many other cities where Cinerama installations have been removed, without costly re-installations. Charles O'Dell, manager, Loew's Palace, reopened the non-Cinerama house with "The Seven Faces of Dr. Lao."

NEW HAVEN-HARTFORD

WDRC-radio, Hartford, has arranged an Aug. 21 preview of UA's "A Hard Day's Night" (marking The Beatles' screen debut) at the downtown Loew's Palace and suburban East Hartford Drive-In, preview guests to receive a souvenir ticket and Beatles identification tag. WDRC disk jockeys will greet guests. Regular price is in effect. Picture opens extended engagement at both theatres following day. . . . Sam Horowitz, former Loew's Poli. Hartford, assistant, now in Brooklyn, N. Y., independent exhibition (two theatres), was a visitor. . . . Barney Tarantul, Burnside, East Hartford, partner, addressed the Windsor Locks Rotary Club on invitation of industry pioneer Mike Alperin. . . . Allied Artists booked Connecticut bow of "Never Put It In Writing" into the Parkway Indoor-Outdoor Theatre, Plainfield. . . . Lou Cohen, retired Loew's Palace, Hartford, manager, will be honored at a testimonial dinner Sept. 28 in the Statler Hilton's Capitol Ballroom. Bill Decker, Stanley Warner Strand, is lining up an arrangements committee. . . . S W Strand, Hartford first-run, has announced a Golden Age Club, offering reduced admission to persons over 60: Matinees, 50 cents; evenings, 75 cents. . . . The LeWitt interests have sold the 1,000-car Berlin Drive-In, Berlin, Conn., to the Front Drive-In Theatre, Inc., Binghamton, N. Y., for $425,000. Theatre was owned by Lakeside Realty Company, principals including Brooks LeWitt, Miriam LeWitt, attorney Harry N. Jackaway, and estate of attorney George LeWitt. . . . Peter Perakos, Jr., office manager, Perakos Theatre Associates, New Britain-based circuit, has lined up a 1965 Ford Mustang model to be awarded to holder of lucky ticket in October at the Plainville Drive-In, Plainville. In return for nightly newspaper advertising, screen, and concession building promotion, and the opportunity to display a Mustang (1964, of course) and have a salseman explain merits of driving same, Somers Ford, New Britain, is providing the car free. Moreover, drivers of Ford cars only are admitted free Tuesday nights. A similar promotion was conducted with fine effect two years ago, a Chevrolet dealer (Wilcox-Rau) cooperating. . . . Seymour Levine has leased the 700-car capacity Clinton Drive-In, Clinton, to Meyer Kravitz of New Haven for an undisclosed sum. Levine will continue to operate the Lenox, Hartford (hard-top) and Mansfield Drive-In, Mansfield. . . . Eddie Lord reopened the Palace, Norwich, with a first-run policy, his initial attraction Paramount's "The Pasty." . . . Two more shuttered Connecticut theatres are resuming operations after Labor Day. The Abbey, Southington, and the Rialto, Windsor Locks, will open on Friday-through-Sunday policy, effective Sept. 11. The theatres are owned and operated by the Southington Colonial Corporation and Windsor Locks Rialto Corporation, respectively.

Film star John Ireland recently helped the Linwood, Fort Lee, N. J., celebrate its first birthday by cutting the cake as manager Mrs. Ronnie Levasseur, left, and Suzy Krasnomowitz, Fairlawn, New Jersey's entry in the Miss America contest, looked on.

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PHILADELPHIA

Harry Brillman, veteran exhibition and distribution executive, has left Ellis Theatres to join United Artists local exchange as a salesman. . . . Robert Friedman, United Artists branch manager, and exploiteer Max Miller met with area exhibitors to plan the saturation engagement of the first Beatles' film, "A Hard Day's Night." . . . Warner Brothers revealed that 53 theatres in the Philadelphia territory were lined up already for the Theatrofilm production of Richard Burton's Broadway hit, "Hamlet." Observers feel this may usher in a whole new era of theatre entertainment. The record number of area engagements was credited to the importance of the film and what exhibitors regarded as fair sales terms. . . . Jack Zamsky, who formerly served with United Artists as salesman in the Philadelphia territory, is located now in Hollywood. He sends regards to all the friends he made in this city.

PORTLAND

One of the first official duties for Irwin Yablans, newly appointed MGM branch manager here was to host Harve Presnell, singing star of "The Unsinkable Molly Brown," currently playing here. Presnell was in Portland with Howard Herty of the MGM studio press division on a personal appearance visit. He had luncheon with the press at the Benson Hotel. The hotel dispatched their London-styled Austin taxi to the airport to pick him up. Yablans, former assisant manager of Warner Brothers Boston and Los Angeles offices, was Portland branch manager for the same studio here in 1962-63. While in Los Angeles, he married a member of the office staff there, the former Diana Ornstein. The MGM office now includes Frank Staeger, booker and office manager, and Loraine Hardin, secretary.

Katherine Marshall, Music Box manager, opened with "Becket" on a continuous policy. The no-reserved ticket policy, she says, is better for summer scheduling. . . . Five theatres, four neighborhood hardtops and a drive-in, will open with the Beatles' United Artists' comedy, "A Hard Day's Night," on Aug. 12. The theatres are the St. Johns, Roseway, Moreland, Bob White, and Amphitheater. About 400 Portland teen-agers and adults will go to Seattle on Aug. 21 to see the Beatles (live) at the Coliseum there.

SALT LAKE CITY

Groundbreaking ceremonies here signaled the beginning of construction on a $300,000 recreation center, the idea for which originated with Don Kostopuolos, well known as a former theatre owner and operator in the Salt Lake City area. Site of the new center is 2½ miles inside Emigration Canyon, a 10 minute drive from downtown Salt Lake City. Kostopuolos' interest in handicapped children, many of whom found happy moments while being entertained at the exhibitor's theatres on holidays, dates back many years. All work on the center has been donated. Five acres immediately adjacent to the highway and Emigration Creek are being leveled and graded by local SeaBees, with R. M. Humphrey, Cmdr., and Robert Garrett, CPO, United States Navy, supervising. The unit will clear land, build roads, and bridge the Creek for the center. Equipment is on loan from Ft. Douglas. A fall opening is anticipated for "Camp Kostopuolos" where facilities will include dormitories for 150 handicapped youngsters. The project is incorporated under the name of Harmony Charity Club of Utah. . . . Long run movies held over for the "Fourth" included "Pink Panther," "Becket" and "Tom Jones." . . . Rio Conchos, filmed in Southern Utah, is set for a Salt Lake opening soon. . . . Paul Mantee, appearing in "Robinson Crusoe on Mars," put in local appearances over the weekend, accompanied by the monkey seen in the film. Visits included local children's hospitals. . . . "Circus World" or "The Greatest Story Ever Told" will be booked into the Villa here, according to Fox Theatre city manager Ted Kirkmeyer, recently returned from a West Coast business-pleasure trip.

SAN ANTONIO

Pola Negri, a part-time local resident for many years, has donated her personal 700 volume library to Trinity University. The collection, volumes on theatre, costume design, fashion, French and English history, and literature, will be housed in the Rare Books Room of the recently completed Chapman Graduate Center on the Trinity campus. The collection, a result of Miss Negri's lifetime interest in the theatre and entertainment, was gathered during her travels throughout Europe. The books will be available for public reference and research. Miss Negri, who starred in silent films during the 1920's, has been dividing her time between Europe and San Antonio. She retired from films in 1933, but recently returned to Hollywood to appear in Walt Disney's "The Moon Spinners," which opened for a first run showing at the Olmos. . . . Local Beatle fans will have an opportunity to get an advance look at the English singing group's first feature length movie, "A Hard Day's Night," at the Texas on Aug. 8.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

SECTION TWO
Vol. 72 No. 4
AUG. 5, 1964

COLUMBIA

Ride The Wild Surf

DRAMA
101M.

Columbia
(Color)

ESTIMATE: Interesting entry with special appeal to younger fans.

CAST: Fabian, Shelley Fabares, Tab Hunter, Barbara Eden, Peter Brown, Anthony Hayes, Susan Hart, James Mitchum, Catherine McLeod, Murray Rose, Roger Davis, Robert Kenneally, Paul Tremaine. Produced by Jo and Art Napoleon; directed by Don Taylor.

STORY: Scores of handsome, young surfers show up to wait for a chance to ride the big waves while their gals wait on the sideline. Among the boys are Fabian, Tab Hunter, and Peter Brown. Besides meeting regulars such as Jim Mitchum, Anthony Hayes, and Roger Davis, who will compete for top surfer, they also meet Susan Hart, a Hawaiian girl, who lives on a ranch with her mother, Catherine McLeod, who can't stand surfers because they are bums, her husband having been one of them. Hunter falls for Hart, while Brown is attracted to Barbara Eden, Fabian, disillusioned with most people, goes for her friend, Shelley Fabares. During a surfing session, Fabian runs into Anthony Hayes, breaking his nose accidentally, and though Fabian apologizes, Hayes threatens to get even. There are complications arising now and again between the couples as they await the arrival of the big waves. When they do come, the surfers enter into competition with one another until only Fabian, Hayes, and Mitchum are left. Hayes tries to hit Fabian with his board but is warned by Mitchum, and only the latter and Fabian are left. The battle proves too much for Mitchum. Fabian finds a wave and rides it in to win. McLeod sees Hunter is earnest about his love for Hart and relents; Fabares gets Fabian to agree to go back to school and try and make something of himself; Brown and Eden also look forward to a future together.

X-RAY: This entry offers action on the high surf, romance on the beach, colorful atmosphere, a yarn that holds interest fairly well, neat performances by attractive youngsters, and good direction and production. The end result is calculated to appeal to teens and other moviegoers who go for this type of release. There is a song based on the title, and it should make up well as part of the show. Jo and Art Napoleon wrote the screenplay.

AD LINES: "The Wild Surf Offers Action, Adventure, And Romance"; "A Thrilling Tale Or Gals And Guys Who Follow The Big Waves With Lots Of Fun And Romance."

UNIVERSAL

I'd Rather Be Rich

COMEDY
96M.

Universal
(EastmanColor)

ESTIMATE: Cute comedy with highly saleable names.

CAST: Sandra Dee, Robert Goulet, Andy Williams, Maurice Chevalier, Gene Raymond, Charles Ruggles, Hermione Gingold, Laurie Main, Dort Clark, Hayden Rorke, Rip Taylor. Produced by Ross Hunter; directed by Jack Smight.

STORY: Wealthy business tycoon Maurice Chevalier suffers a heart attack and asks to see his grand-daughter, Sandra Dee, before he dies. She is located in a Boston hotel, where her fiancee Andy Williams is singing, and she rushes by the first available plane back to Los Angeles. Chevalier asks her to introduce him to Williams so he can be sure she will be in the right hands when he goes. Weather cancels all flights out of Boston, and she persuades Robert Goulet, a young chemical engineer, who came to see Chevalier about an invention, to pose as Williams to satisfy the dying Chevalier. The latter, after meeting him, suddenly takes a turn for the better, but swears doctor Charles Ruggles and nurse Hermione Gingold to secrecy. Goulet is asked by Chevalier to attend a board of directors meeting, where he puts down a rebellion. This delights Chevalier. He is about to reveal his recovery, but he overhears talk which reveals that Goulet is not really Williams. He orders secretary Gene Raymond to investigate both Goulet and Williams. The latter finally arrives, as does a report from the investigators which gives both men a clean bill of health. Chevalier notices that when Dee kisses Goulet, she exhibits a certain family trait indicating that she loves him and not Williams. There are complications until Dee realizes that it is Goulet she really loves. Circumstance and connivery bring the pair together, which makes Chevalier a happy and healthy tycoon.

X-RAY: This romantic comedy about mixed-up identities is fairly amusing, with a preview audience seemingly pleased and entertained although there were regrets on the part of some that Goulet doesn't get to sing more than a bar or two. The story is lightweight and puffed a bit out of proportion, but it's pleasant, colorfully presented, adequately acted, and suitably directed and well mounted. Songs by Andy Williams include "Almost There," "Where Are You?," and "It Had To Be You."

TIPS ON BIDDING: Higher program rates or better.

AD LINES: "The Romantic Comedy That's Fun All The Way"; "She Had To Choose Between Robert Goulet And Andy Williams —Or Would She Rather Be Rich?"

MISCELLANEOUS

The Walls Of Hell

MELODRAMA
88M.

Hemisphere
(Filmed in the Philippines)

ESTIMATE: War in the Philippines serves up action for the program.

CAST: Jock Mahoney, Hernando Poe, Jr., Mike Parsons, Cecilia Lopez, Escar Roncal, Vance Skarstead, Paul Edwards, Jr., Claude Wilson. Directed by Gerardo De Leon and Eddie Romero; produced by Romero; executive producer, Kane W. Lynn.

STORY: In 1945 in the final days of the battle of Manila, a Philippine guerilla unit commanded by Lt. Jock Mahoney is stationed near Intramuros (the Walled City of Manila), where Japanese forces have barricaded themselves in a suicidal effort, holding thousands of Philippine natives captive. The area has been bombarded by shells for days with little effect. Fernando Poe, Jr., a young fighter trapped in the city, finds an exit and appeals to Mahoney to free the captive civilians. He shows a dislike for Americans because they surrendered in Bataan in 1942. Mahoney sends several men into the tunnels, which are also used by the Japanese, to check his story. One of the soldiers finds that among the prisoners is Cecilia Loqez, Mahoney's Philippine wife, who he believed was killed in the early days of battle. They find that she is being moved to a prisoner compound. Mahoney learns that the Army intends to launch an all-out attack on the city the next day so he and his force move in that night to rescue the civilians as well as the prisoners. Their operation is successful, with Mahoney and Lopez briefly reunited before he sends her back to the rear while he and his men follow a detachment of American troops into the city proper.

X-RAY: Action, gunplay, and intrigue are featured throughout this tale of war in the Philippines, as well as are some personal relationships. It's an interesting and noisy entry that could bolster the program in the spots where an action film can go as the thick walls of the city are attacked, breached, and defended. The cast is adequate, as are the direction and production. The screenplay is by Ferde Grofe, Jr., Cesar Amigo, and Eddie Romero.

AD LINES: "The Blazing Saga of The

Liberation of the Walled City of Manila . . . Filmed Where It Happened With A Cast of Thousands"; "Japanese No-Surrender Policy With 10,000 People Trapped Within 'The Walls of Hell'."

FOREIGN

The Black Duke

DRAMA
105M.

Production Releasing Corp.
(Eastman Color)
(Italian-made)
(Dubbed into English)

ESTIMATE: Okay historical drama.

CAST: Cameron Mitchell, Gloria Milland, Conrado Sanmartin, Franco Fantasia, Robert Dean, Dina De Santis. Produced by Rodes Film-Roma; directed by Pino Mercanti.

STORY: Cameron Mitchell as Cesare Borgia does quite well both in military conquests and with the women. One exception is a fortress held by the forces of Catherine Sforza. The latter tries to have him assassinated to no avail. One plot almost succeeds which involves Mitchell's closest lieutenant. Mitchell learns the truth in time to unmask the villains who are seeking his life. Another plot concerns a young girl, who sets out to romance him and then poison him. She winds up falling in love with Mitchell and poisoning herself instead. His lieutenant escapes to join Sforza where Mitchell kills him after a successful attack. He takes the beautiful Sforza back to Rome, not as a prisoner but as his guest.

X-RAY: Action and intrigue are to be found in abundance in this entry tinged with historical happenings. It also contains a story that is a bit on the long side. The acting is acceptable, and the direction and production are suitable, with the import developing into an entry that can play the program well.

AD LINES: "All The Spectacle And Splendor Of A Violent And Sinful Era"; "Lustful Sins And Pleasures Follow 'The Black Duke.'"

Bomb In The High Street

DRAMA
60M.

Hemisphere Pictures
(English-made)

ESTIMATE: Well-made thriller for supporting slot.

CAST: Ronald Howard, Terry Palmer, Suzanna Leigh. Produced by Zichy; directed by Terence Bishop and Peter Bezencenet.

STORY: When a watchman finds an unexploded bomb, a relic of World War II, on a building site, he notifies the constable, who routs the superintendent out of bed to notify a bomb disposal unit through a number supplied by the watchman. The superintendent is requested to evacuate the area, and the next morning an Army truck, commanded by Captain Ronald Howard arrives. They set up screens around the bomb site, but also go to the bank across the street and plan on breaking into the vault during the operation. Unknown to the gang or the police, a nearby half-completed house has two runaways, Terry Palmer and Suzanna Leigh, who want to get married despite parental objections. They awaken, seek breakfast at a nearby hotel, and stumble onto the robbery. They are held at bay until the gang breaks into the vault and then they get away. Howard doesn't waste time looking for them. Palmer follows on his motor bike while Leigh tries to phone for help. Palmer follows them to where they switch vehicles, and he gets a description which he passes on to the police, who take over pursuit when his bike is put out of commission by a bullet. The police inform them that they will probably get a reward for their efforts to apprehend the gang, and the youngsters feel up to talking to their parents about their future together.

X-RAY: Suspense, intrigue, and some offbeat plot twists are to be found in this entry that holds interest on high throughout. Performances, direction, and production are expert, and the entry should make a neat addition to the program. Benjamin Simcoe wrote the screenplay, which may have some added appeal to teen-agers, what with the possibility of self-identification.

AD LINES: "Don't Miss This Unusual Plan To Rob A Bank With The Aid Of The Police"; "A Thrilling Experience In Suspense."

Girl With Green Eyes

DRAMA
91M.

Lopert Pictures
(Filmed in Ireland)

ESTIMATE: Romance of value to art and other spots.

CAST: Peter Finch, Rita Tushingham, Lynn Redgrave, Maire Kean, Arthur O'Sullivan, Julian Glover, T. P. McKenna, Lislott Goettinger, Patrick Lappan, Eileen Crowe, Kay Craig, Joe Lynch, Yolanda Turner. Executive producer, Tony Richardson; produced by Oscar Lewenstein; directed by Desmond Davis.

STORY: Rita Tushingham and Lynn Redgrave are two Irish country girls, who share rooms in Dublin. Redgrave is bold and more than eager for a good time with boys, while Tushingham is reticent and shy. When they meet writer Peter Finch, possibly twice Tushingham's age, she is attracted to him and goes out of her way to see him again, inviting him to tea. Despite himself, he is drawn to her. He invites her to his home in the country where she spends several weekends. They eventually make love. She finds out that he was married and that his wife is in America with their two children to get a divorce. Finch is not anxious to get seriously involved again. When her father hears that she is involved with a married man, he and friends take her home, but she returns. When they come looking for her again, they are driven away with a shotgun by Finch's housekeeper. After awhile, their relationship slackens, and when she thinks she is losing him, she makes a play for separation hoping he will come to take her back. He lets her go, and she and her friend sail for England and another kind of future.

X-RAY: A simple, plain country girl learns the facts of life and love as she has an affair with an older man, who discourages her from thinking of their relationship in a permanent or serious light. Rita Tushingham is eminently suited as the shy farm girl in the big city, while Finch is ideal as the experienced writer. The setting, Dublin and the Irish countryside, is a good one for the story-line, and the direction and production as well as the supporting cast are noteworthy. It should do well in the art spots and possibly elsewhere, where a mature and frank love story embellished with bits of humor and quaintness is acceptable. The screenplay is by Edna O'Brien, based on her novel, "The Lonely Girl."

AD LINES: "A Shy Girl Becomes A Woman Through Love And Experience"; "No One Could Resist The 'Girl With Green Eyes'."

The Sword Of El Cid

Production Releasing Corp.
(Eastman Color)
(Supercinescope)
(Italian-Made; Dubbed into English)

DRAMA
86 M.

ESTIMATE: Okay programmer.

CAST: Chantel Deberg, Sandro Moretti, Roland Carey, Iliana Grimandi, Ray Miles, Jeff Russel. Directed by M. Iglesias.

STORY: When the daughters of The Cid, Dianiela Bianchi and Illiana Grimandi, are tortured by their husbands, the latter are ordered to stand trial by combat and pay a fine. A nephew of The Cid is one of those ordered to battle them but he is wounded before and can't fight and his place is taken by Roland Carey, the surviving son of one of the kings of the area whose throne was taken over by a usurper. The girls are avenged and battles see the forces of The Cid emerging victorious with Carey and one of the daughters planning to marry.

X-RAY: This import has a number of action-full and interesting moments as it delves into the ancient past and it's aided by the use of color. While the pace could have been speeded a bit, it should do okay as part of the program with average performances and adequate direction and production.

AD LINES: "Fearless Knights War To The Death"; "A Mighty Adventure Film Of Days Of Yore With A Cast of Thousands."

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ALPHABETICAL GUIDE TO 321 Features Reviewed

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MOTION PICTURE
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The SHOWMENS TRADE REVIEW

EXPLOITATION

AUGUST 5, 1964 SECTION THREE
Vol. 72 No. 4

***ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.*

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are Invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

"Biggest, Junkiest Door Prize" Yet Goes To Elated Brooklyn Mechanic

NEW YORK—With fanfare and festivity, the gala New York premiere of "Good Neighbor Sam," David Swift's color comedy starring Jack Lemmon and Romy Schneider, was brought off in the best traditions of the bally at the Beechnut Theatre in the World's Fair Better Living Center.

Hundreds of glamorous figures from the entertainment world, and notables of the press, radio and TV were on hand. Following the showing of the film, "Sam's Thing," a three-ton, electrically-powered mobile prominently featured in the film, was awarded to the holder of the "lucky" door prize ticket. "Sam's Thing" will continue on display at the Better Living Center and will be viewed by hundreds of thousands of Fair-goers. It is nine-feet tall, made of antiques, attic objects and just plain junk and goes into a frenzied action when activated by its self-incorporated motor.

Claimed to be the biggest, wierdest, junkiest doorprize ever awarded, the three-ton "junk-mobile" was won by Brooklyn mechanic Paul Lubin.

Lubin, 20, who lives with his parents at 1812 Avenue Y in the Sheepshead Bay section of Brooklyn, held the second number to be pulled out of the door prize fishbowl by WNEW disc jockey Ted Brown at the climax of the screening. The first number was held by a woman who declined to accept the 6,000-pound mass of mechanical ingenuity comprised of assorted obscure junk. It is rated by audiences as one of the funniest sight gags to appear in any film anywhere.

The Brooklyn mechanic and his fiancee, Hanna Schwartz, 18, also of Brooklyn, were immediately introduced to the "masterpiece". Lubin, after staring incredulously at the device, managed to give it gasping one-word appraisal: "terrific." Asked if that meant he liked the mountainous pile of junk-turned-art, Lubin declared, "I own it. I love it."

The mechanic said that he planned to keep the unit in his backyard for a time "until I can figure out what makes it tick." He is employed by Automotion Devices, Inc., a firm that specializes in the manufacture of labor-saving devices for sewing machines. Also awarded to Lubin at the drawing were a case of Champagne and two-weeks' use of a Hertz car.

The film depicts Jack Lemmon as a bored

(*Continued on Page* EX608)

JACK LEMMON'S JUNKMOBILE
from "GOOD NEIGHBOR SAM"

Twenty-year-old mechanic Paul Lubin of Brooklyn is stunned by the size of his catch after being declared winner of the "Good Neighbor Sam" junk-mobile after World's Fair premiere. In addition, Lubin walked off with use of a Hertz car for two weeks and a case of champagne.

"Iguana" Featurette Ready

A 15-minute 35mm color featurette has been prepared by Professional Film Services for the Metro-Goldwyn-Mayer-Seven Arts Production "Night of the Iguana." Called "On the Trail of the Iguana," this unusual short subject will be shown in theatres throughout the world in advance of the production and on television.

Filmed by a special company headed by Ronnie Salan, on location in Mismaloya, Mexico, the featurette offers a unique behind the scenes look a the Iguana Company in action. Over 2,000 feet of footage is devoted to the building of the Iguana sets and the immense preparations required before actual shooting could begin. The short subject includes Director Huston's observations on the art of film making, and off the record comments by the film's stars.

Presnell's Kansas Tour Cited As Biz Builder

KANSAS CITY—Benefits to an important release from an exploitation campaign spun in depth around a major picture personality scarcely can be underestimated here. There is little to match the amount of favorable public reaction generated by the presence of a Hollywood personality on the scene.

A vital case in point was the recent tour made by Harve Presnell in advance of MGM's "The Unsinkable Molly Brown," and his three-plus days in Kansas City, according to Stanley H. Durwood, president of the circuit of midwest theatres.

Inquiries about the picture and the engagement before the opening and other public reaction indicated the production was due for a whiz-bang run, Durwood said.

The typical midwesterner has his share of sophistication especially in more earthy matters, but he is susceptible to glamor encased in a motion picture personality.

Presnell said he found the tour eye-opening. Accustomed to film capital, Broadway and European reactions of a more sophisticated nature, he found midwest people friendly, co-operative, intelligent and interested. They are possessed of a surprising knowledge of motion picture trends, current releases and other industry and entertainment information, he commented.

Recognizing the opportunity of a powerful one-two punch in Presnell and "Molly," the Durwood circuit used every means to show the star to best advantage and to gain the most possible exposure. The agenda was worked out and carried out by M. Robert Goodfriend, Durwood general manager, and his staff, in conjuction with Eunice McDaniell, exploiteer of the MGM Dallas regional office.

Presnell entered into the schedule unstintingly, and virtually everywhere received rave reactions. The many appearances and tie-ins indicate the penetration achieved by his visit:

INTERVIEW: Giles Fowler, motion picture editor of the Kansas City Star, appeared in the morning Times.

SIX LIVE TV INTERVIEWS: spread over Kansas City's three channels and five live radio interviews totalling more than five hours on the air in three days.

PUBLIC APPEARANCES: Rotary Club; dinner for campaign captains of the YMCA's current giant fund-raising; Country Club Plaza shopping center to draw name of a local prize winner; graduation dance at Barstow High School; gathering of senior citizens at Jewish Community Center; The Landing

(*Continued on Page* EX608)

Academy Awards Festival Creates Oscar Excitement In L. I. Suburb

By *CHARLES STOKES*
Manager, Plaza Theatre

PATCHOGUE, L. I., N. Y.—I was fortunate to have two "Best Picture" nominees playing one after another namely "America, America" and "Tom Jones", the latter's playdate being about one week before Academy Awards were judged. With an open week before "America, America," I went after "Lilies of the Field," another best picture nominee, to play in that open week and got it. Then I planned my 'Academy Award Festival.'

Three 40 x 60 posters were made up, each listing all the nominees and nominations for each film. I placed a poster in each of my three front windows. Above the "Tom Jones" poster I placed a banner which read "Academy Award Nominations Festival"—See these movies at the Plaza—You be the judge—keep a score card!

This created a lot of interest. Next, 5,000 flyers were printed with the same information and these flyers doubled as a score card. They were distributed at theatres and in shopping centers. As each picture played I announced on the marquee the number of nominations it had received.

"LILIES OF THE FIELD"

..I invited all clergymen in the neighborhood, regardless of affiliations, to come see the movie and to tell their congregation to come see it if they approved.

"AMERICA, AMERICA"

Adhesive posters for book stores were available from the distributor and I obtained 26 of these and tied-in with 23 stores who placed the posters in windows with name and date strip for the theatre. I used the 24th one on my own boxoffice window.

"TOM JONES"

I decided I must have my own punch line for this movie, so after due consideration, I chose "The Whole Town is Talking About the Jones Boy," and pretty soon the whole of Suffolk was talking about "Tom Jones."

STARTS APRIL 8th
"Tom Jones"
10 AWARD NOMINATIONS
BEST PICTURE OF THE YEAR
BEST ACTOR — ALBERT FINNEY
BEST SUPPORTING ACTOR — HUGH GRIFFITH
BEST SUPPORTING ACTRESS — DIANE CILENTO — EDITH EVANS and JOYCE REDMAN
BEST DIRECTOR — TONY RICHARDSON
BEST MUSIC SCORE — JOHN ADDISON
BEST SCREENPLAY — JOHN OSBORNE
BEST ART DIRECTION IN COLOR
RALPH BRINTON — TED MARSHALL

Manager C. Stokes and Plaza assistant manager (R) standing before one of special posters prepared in anticipation of awards business.

I used this line in all my advertising—newspaper, radio, posters, ballyhoo and on my telephone recording. I always started by singing the front line of the song "The Whole Town is Talking About the Jones Boy, Jones Boy." The "Jones Boy" phrase became so popular that even the film critic for a big Long Island daily used it in his column the day before the Awards were judged when he wrote "Tomorrow the whole town will be talking about the Jones boy." Tie-ins were arranged in two music stores with full window displays of records, stills and posters. I displayed a card in my lobby for the music stores.

TRAVEL TIE-INS

Tie-ins were arranged in three travel agencies in three different towns with a card in each window which read "Yes! we can book you a tour of the "Tom Jones" country.—See 'Tom Jones' at the Plaza."

A full window tie-in was arranged in the "Bee Hive," one of Suffolk County's finest stores, with models wearing "Tom Jones" blouses and with stills and posters. A picture was taken in the Bee Hive of one of my ushers holding a card announcing "Tom Jones" at the Plaza.

10,000 specially designed show programs were distributed with the program fully sponsored.

One week before playdate I had a poster placed on my lobby wall which announced "Ye Old English Tea Bar—Have a free cuppa—courtesy of Plaza Rest.—coming next week!"

Signs were also placed on a truck that delivered all over Suffolk announcing "Tom Jones" at the Plaza.

In keeping with the English theme I wrote British Railways in New York, and they sent me 12 beautiful colored posters on Britain and I placed them around the tea bar for effect.

I then wrote to the British Tourist Association, also in New York City, and received 12 different posters on Britain and set these up on my front windows. During the first days of the run I used a highly successful, if controversial, promotion. I decided that the Plaza would picket the Patchogue and neighboring shopping centers, but it was all in good fun. I had four picket signs made which had slogans like "Ooh Tom," "The whole town's talking about the Jones Boy," etc. Four of my ushers in red jackets and my doorman marched around Patchogue and the other neighborhoods handing out programs. This created a lot of talk. The Long Island Advance published a picture free with write up, "Plaza Pickets Patchogue."

MOTOR BALLIES

In a borrowed convertible "Tom Jones," complete with blouse and surrounded by four girl friends holding the pickets were driven around Suffolk on weekends. The car carried a sign on both sides advertising the film.

A motor cyclist also placed a sign on both sides of his bike.

All female employees wore "Tom Jones" blouses during the run of the picture. Free "Tom Jones" record albums were the competition prizes. Next to "The Miracle Worker" this was the most successful campaign I ever did. When the movie won Best Picture, I started the campaign all over again with the Best Picture emphasized. The picture played two months which is quite a run for the village of Patchogue.

The manager of the local radio station WPAC made me a special tape announcing the movie and playing music from Tom Jones on tape. This was played on a tape recorder in the lobby two weeks before playdate.

10 ACADEMY AWARD NOMINATIONS
THE WHOLE TOWN IS TALKING ABOUT THE "JONES BOY"
SEE ... AT PLAZA Theatre APRIL 8th
OOOH TOM! BEST PICTURE! BEST ACTOR! BEST COMEDY!
Ye Old English Tea Bar
...AVE A F... CUPPA

LEFT—Plaza ushers were sent out with picket signs ballying "Tom Jones." Manager C. Stokes, hands flyer to woman passer-by. RIGHT—Special Tea Bar, set up in interior of theatre during run of Award winner, emphasized English connections of films, also stressed by colorful tourist matter displayed.

TV Stars Plug "Stooges"

A camera crew recording the activities surrounding the filming of Columbia Pictures' "The Three Stooges Meet the Gunslingers" has created 27 different 16 mm film reels designed to give local areas a peek at the guest appearances of nine popular local television personalities who are playing roles in the zany Norman Maurer comedy.

The idea started with decision by producer Maurer to cast nine of the most important TV personalities emcee-ing "Three Stooges" television shows for roles as famous Western gunslingers in the Columbia Pictures release. Next, a 16 mm camera crew photographed the nine in all their activities from arrival on the set through their return home by plane.

Careful editing resulted in 27 different rolls of film encompassing three important phases of the project. They are: a first reel depicting the arrival of each TV star; a second reel depicting activity at the Columbia ranch, where "The Three Stooges Meet the Gunslingers" was before the cameras; and finally, a third reel showing each of the TV personalities as he appears in the film together with actual scenes of The Three Stooges performing.

Using these three situations as the basis for the films, each of the nine emcees will receive the footage that spotlights his own role in the activities, for telecasting on his own show.

Included among the TV personalities in the film are: Sally Starr, WFIL-TV, Philadelphia; Johnny Ginger, WXYZ-TV, Detroit; Joe Bolton, WPIX-TV, New York; Paul Shannon, WTAB-TV, Pittsburgh; Icky Twerp (Bill Camfield), KTVT, Dallas—Fort Worth; Bruce "Sir" Sedley, KTVU-TV, Oakland-San Francisco; Wayne "The Great MacNutt" Mack, WDSU-TV, New Orleans; Ed "Major Mudd" McDonnell, WNAC-TV, Boston; and Hal "Harlow Hickenlooper" Fryer, WFBM-TV, Indianapolis.

Telephone Tie-ups For "Hotel"

"What's a bachelor like Robert Morse doing in a Honeymoon Hotel, with Robert Goulet?" That's the question exhibitors will be asking the public via banners and promotional posters for MGM's marital farce "Honeymoon Hotel" starring Robert Goulet, Robert Morse and Nancy Kwan.

To find the answer to what is certainly a provocative question, the public will be invited to pick up one of the many telephones in local theatre lobbies. Those that do will be treated to one of the picture's interesting and unusual radio spots featuring Robert Morse doing take-offs of scenes from the film, complete with local theatre playdate and the times of each performance.

In addition the public will be invited to call a number listed in teaser and classified ads to find out what bachelors do in a "Honeymoon Hotel." These people will be delighted by a different, but equally entertaining radio spot.

Love In A Supermarket?

In connection with a scene from "Looking For Love," starring Connie Francis, MGM is planning special "Looking For Love Dinner For Two" contests. The public will be invited to complete a sentence, "I'm Looking For Love in . . . Supermarket because . . ." with a male and female winner selecting items from the market for their dinner, to be served each other.

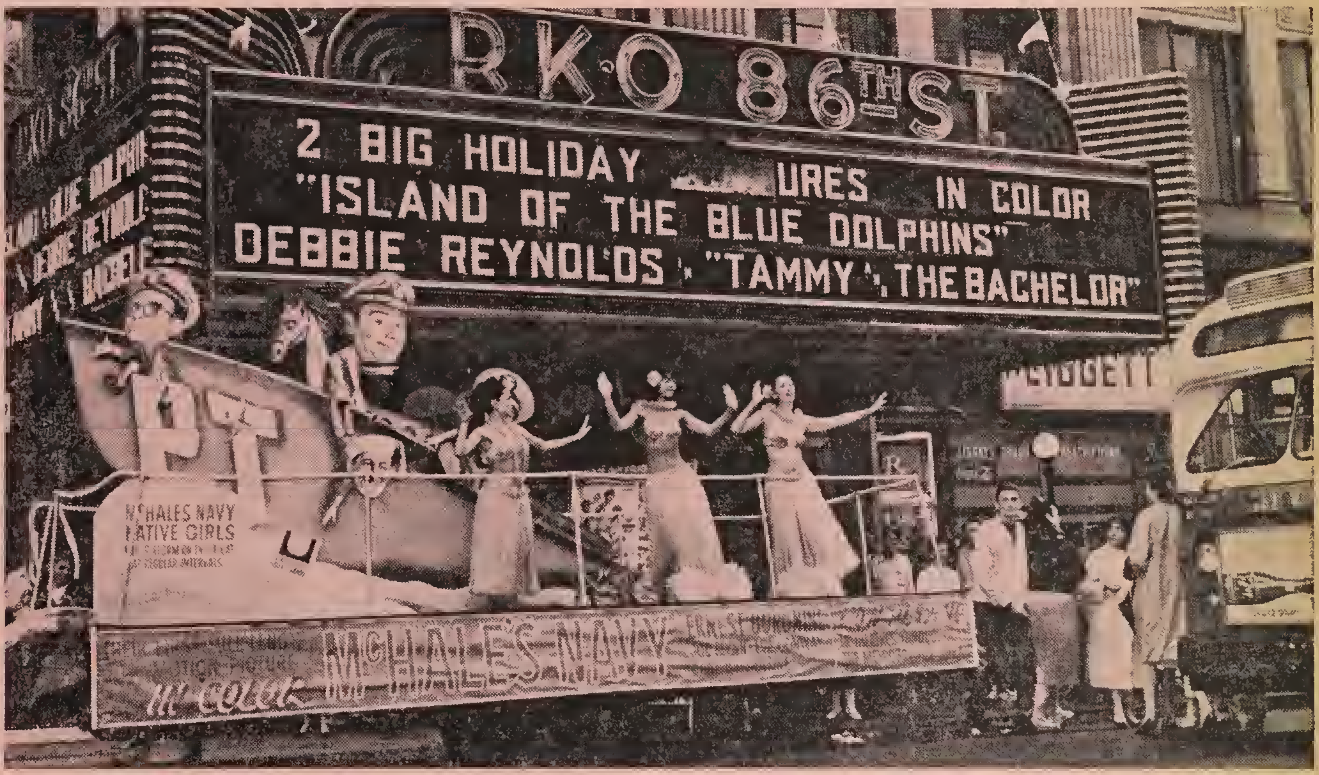
British Activities

by Jock MacGregor

K. B. LLOYD, ODEON, SOUTHPORT, arranged for a number of cheap white cotton gloves, bearing the initials "D.N." and bearing a plug for "The Pink Panther" and the theatre to be left in stores, coffeebars, restaurants, hotels and many other places. The Southport Visitor plugged the stunt and advised that there was a pound for the first to hand a glove to the theatre, ten shillings for the next and guest tickets for all others. The same paper ran a simple competition for a toy "Pink Panther" and backed it with a large still of Capucine. This was reported over two weeks.

FOR RANK'S "THE INFORMERS," G. Lockyer of the Gaumont Coventry, arranged for the city police to mount and man an impressive Crime Prevention Exhibition in the foyer. A good press resulted and considerable patron interest was aroused. . . . An usher in a rented gendarme uniformed focused attention on the Gaumont, Camden Town, London, when W. L. Webb played "Take Her, She's Mine." . . . For his 2 week booking of "Sword in the Stone," B. L. Coppock of the Odeon, Preston, using pegboard, mounted an impressive foyer display of stills and cut outs telling "The Walt Disney Story." It caused much interest and was so sited that it could not be missed by the theatre ballroom patrons during the run of the film. A contest for the best Merlin Beard and moustache was staged on the Under 16 night in the ballroom for a sound track LP. This was plugged by personal appearances of Merlin with the disc for a week prior to the event. 1,000 children attended the dance.

Summer Sparks Street Ballies


RKO 86TH ST
2 BIG HOLIDAY URES IN COLOR
"ISLAND OF THE BLUE DOLPHINS"
DEBBIE REYNOLDS "TAMMY" THE BACHELOR"
PT
McHALES NAVY NATIVE GIRLS
McHALE'S NAVY
IN COLOR

As part of Universal's all out promotion of the opening of "McHale's Navy" in 16 theatres in the Greater New York area, the company used a large trailer complete with a replica of McHale's PT boat, and three Polynsian dancing girls. They are seen drawn up front of the RKO 86th Street, one of the theatres participating in the opening.

Paul Kleiman is seen with Yogi and Boo Boo when they recently visited his Capital, Philadelphia, during their area tour in connection with the showing of Columbia's "Hey There, It's Yogi Bear."

THE VIKING ADVENTURERS WHO CHALLENGED THE SEAS AND CONQUERED THE WORLD!
THE LONG SHIPS
The LONG SHIPS NOW
RKO ORPHEUM

Asa Booksh, manager, Orpheum, New Orleans, poses with one of the "Vikings" he recently sent to downtown New Orleans to spread word that Columbia's "The Long Ships" had arrived.

THE EXHIBITOR'S EXPLOITATION EFFORTS

ERIC H. ROSE, manager, Shady Oak, Clayton, Mo., used the following campaign for the pre-opening and opening of "In The Doghouse": Three weeks prior to opening, over two-hundred invitations, good for two admissions to see a sneak preview of "In The Doghouse," were mailed to veterinary surgeons, pet stores, animal hospitals, poodle parlors and kennel clubs.

An aluminum dog house was promoted for the lobby with a stuffed dog protruding from within. A sign above read "Leslie Phillips and His Gang are in the Doghouse." Stuffed dogs were also used on both sides of the doghouse. Twenty portraits of dogs were displayed in both lobbies promoted from Binder Adelier Studios. 5,000 dog bones were stapled on to 5 x 2¼ cards advertising the picture to be used as give aways.

A girl was used dressed in a two piece swim suit covered with Chinchilla also a white French Poodle (whose collar and leash was also covered with Chinchilla) paraded down Gaslight Square and distributed the give aways. They both appeared on stage at two night clubs, The Crystal Palace and The Silver Dollar. Publicity was given to the picture and theatre. Cards were also placed under windshield wipers of all parked cars. The next day they appeared at two shopping centers. They also appeared at the Hi-Pointe and Pageant theatres with tremendous success.

An appearance was also made at The Mississippi Valley Kennel Club's All Breed Dog Show, where approximately 1,000 dog cards were distributed and accepted with enthusiasm. The Chinchilla used was promoted from Rabin Furs of Clayton. Some 20 window cards were made up and distributed in dog and cat hospitals, pet shops and department stores.

JAMES E. COLE, manager, State, Lebanon, Pa., observes that, "In most towns there are at least one or two loan companies with large windows that are empty half the time. The loan company managers are always looking, in fact begging, for something worthwhile to fill their windows. What could be more eye appealing than movie advertising?

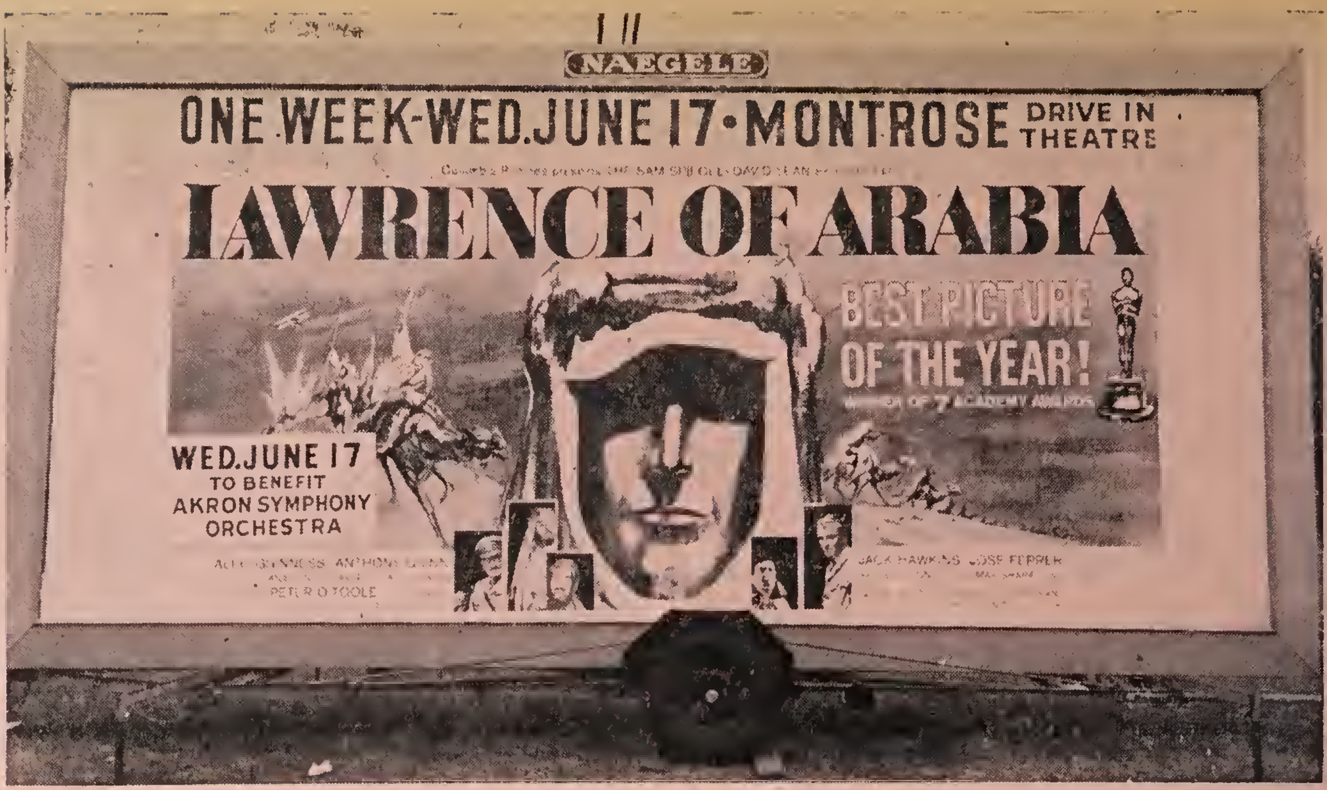
"I have used loan company windows a number of times on a temporary basis so why not on a permanent one? The loan company manager was all for this and in return for his kindness I gave him a couple of passes each week.

"My display is 3' wide and 7½' tall (easel type) with two 22 X 28 frames and daters as well as the theatre name on the top. The frames are, of course, changed each time my picture changes with NOW SHOWING and NEXT ATTRACTION pictures displayed. The cost: $10 to build the board, an extra 22 X 28 each week and two passes.

"Many different displays can be made up for each individual situation. I would, however, suggest something reasonably large and colorful. The best thing about this is that it is a cheap way of reaching a great number of people!"

"Ride The Surf" Day

HONOLULU—A "Ride the Wild Surf" Day was declared by Honolulu's mayor Neal S. Blaisdell to mark the World Premiere of the Columbia Pictures release at the Princess Theatre here after a fanfare and ballyhoo campaign.


NAEGELE
ONE WEEK-WED.JUNE 17•MONTROSE DRIVE IN THEATRE
LAWRENCE OF ARABIA
BEST PICTURE OF THE YEAR!
WINNER OF 7 ACADEMY AWARDS
WED.JUNE 17 TO BENEFIT AKRON SYMPHONY ORCHESTRA
ALEC GUINNESS ANTHONY QUINN
PETER O'TOOLE
JACK HAWKINS JOSE FERRER

This mobile 24-sheet billboard hearlding Columbia's "Lawrence Of Arabia" has get-up-and-go built in it. Uesful as a standard billboard, the posters, one on each side, are mounted on wheels so they can be moved via auto to the best highway location or be toted through busy areas for extra exposure with little trouble. The device was used by the Montrose Drive-In, Copley, a suburb of Akron, Ohio.

Speak Like A Lady For "My Fair Lady"

Teachers around the world have been urged by the Doolittle Development Committee, Flint, Mich., to introduce their students to the story of Eliza Doolittle, George Bernard Shaw's fictional flower-girl who learned to speak like a lady.

The modern-day Eliza, of course, is Audrey Hepburn, who stars in the role in the Warner Bros. motion picture production of "My Fair Lady," the musical play based on Shaw's "Pygmalion."

William D. Chase, spokesman for the Doolittle Development Committee says the organization was established "to honor Miss Doolittle for demonstrating the importance of speaking one's native language properly."

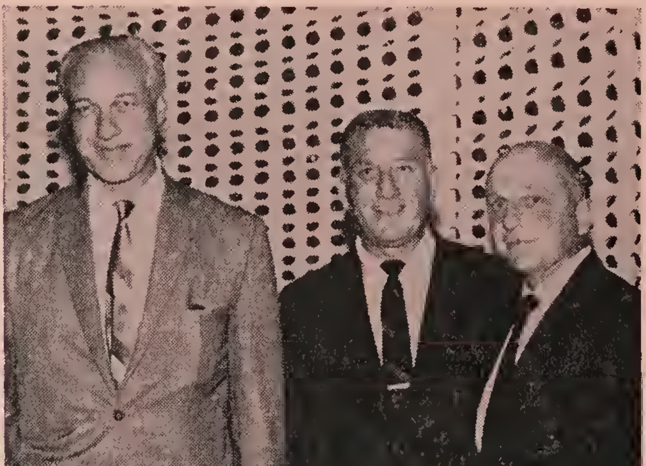
The Committee has called upon teachers in this country and abroad to develop exhibits of books, play programs, photographs and other materials.

JUNKIEST DOOR PRIZE

(*Continued from Page* EX605)

advertising man who builds junk mobiles as a hobby that helps him thumb his nose at the "computerized world that threatens to crush man's soul." Asked whether he would undertake a similar project after examining the structure of his new possession, Lubin said he was "not ready to make any hasty decisions about the future." The present, it seems, was too much with him.

"How am I going to get this thing out of here?" Lubin asked, inspecting the nine-foot-high contraption. Columbia assured him that it would be delivered to his Brooklyn backyard.



Robert S. Ferguson, Columbia vice-president in charge of advertising, publicity, and exploitation, is seen at "Good Neighbor Sam" premiere with Arthur Tolchin, assistant to the president, Loew's Theatres; and Martin Newman, vice-president and treasurer of Century Theatres.

Don't Miss Heartbeat

NEW YORK—Special instructions are being issued to the projectionists who will be running the Jack Lemmon trailer in connection with the aduience collections for the Will Rogers Memorial Hospital and the O'Donnell Research Laboratories.

Projectionists are being asked to be careful in cueing in the picture and sound. The opening sequence shows an electric reproduction of a heart beat. This is a thin, wavy line which flashes across the screen.

BIZ BUILDER

(*Continued from Page* EX605)

(shopping center) Patio Party; Antioch Shopping Center where he appeared with combo and led a community "Singing Bee."

PRESS PARTY: reception for suburban paper editors and radio and Tv news staffs was well attended and brought extra space and mentions.

BONUS EXPOSURE: accrued from each of the shopping center appearances. Also brought follow-up stories in the Plaza Magazine (Monthly).

Capping the climax of the Presnell visit and the extensive advance work was a benefit premier July 14 at the Durwood Capri for the YMCA's Second Century Capital Fund. The circuit donated the theatre, and KMBC-TV-AM-FM pitched in free promotion on all of its media for the event. The result has been one of the strongest send-offs ever given a major release in Kansas City, and a sensational boost to the YMCA's building program.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 **consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

FOR SALE OR LEASE

A-1, 400 seat indoor, business and/or equipment, southern Wisconsin. MR. JAMES KENNEDY, 345 S. Second St., Evansville, Wisconsin.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

USED EQUIPMENT

FOR SALE: 2—3 phase 50-100 generators, 2 Peerless Low Intensity lamphouses. Contact M. KOFF, 251 N. 13th Street, Philadelphia, Pa. 19107.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

WANTED: FILM BUYER and booker for independent middle-atlantic circuit. Must be fully capable and experienced. Permanent position. References requested. **BOX C85, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DIVISION MANAGER, 20 years with leading independent circuit, seeking similar position New York-New Jersey area. Thoroughly experienced deluxe, sub-run, drive-in operations, advertising, exploitation. Top references. **BOX A729, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, 3½ years experience. Knowledge electronics, projector maintenance. Desire job as projectionist or with booth instalation firm. Wisconsin area. Will relocate with right party. Non-union. **BOX B722, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

YOUNG MAN, 26, desires job with theatre circuit. Experienced in theatres and touring shows. Would prefer job requiring travel. Further information on request. **BOX A85, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONISTS WANTED for drive-in theatres, Western New York area. **BOX A722, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, sign painter, display artist, 18 years experience, married, honest, reliable. Will go anywhere for right man. **BEN NORTHAM, 1928 Klein Dr., Las Cruces, N. M. 88001.** (722)

WANTED: Experienced manager for Main Line Philadelphia theatre. Reply stating experience, availability, expected salary, etc. **BOX B85, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

CONVENTIONAL SHOWMAN available. Trouble shooting and/or manager. Exploitation minded. **BOX B729, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

THEATRE EXECUTIVE available. 25 years experience as assistant zone manager and film buyer with major circuit and independent theatre owner. Best references. Complete resume upon request. **BOX C729, c/o M. P. Exhibitor, 317 N. Broad St., Phila., Pa. 19107.**

TOP SHOWMAN, 44, A.B., degree, formerly New York Roxy and Cinerama. Management and exploitation. Will relocate. Prefer New York, New Jersey, East or California. References. Drive-in and indoor experience, over 25 years. **BOX D729, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST desires position in Florida or California. 26 years old with eleven years experience. Can furnish references. Must be permanent position. **LEWIS L. HAAS, 329 Maclay St., Harrisburg, Pa. 17110.** (729)

YOUNG THEATRE MANAGER wanted. Experienced or will train. Good opportunity for willing hard worker. Sell yourself in letter and enclose recent snapshot to **MR. PARKHURST, Family Theatre, Detroit, Mich. 48226. Telephone WOodward 3-0294.** (729)

THEATRE MANAGER, thoroughly experienced all phases, desires art house or key run in Philadelphia or western Philadelphia suburban area. Presently employed. **BOX E729, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

The "House" is stacked... for great business!

POLLY'S GIRLS... THE LUSCIOUS PLAYMATES WHO EVERYONE GOSSIPED ABOUT... PARTICULARLY ABOUT THE HOUSE THEY LIVED IN!

Polly, the madam,
who ran the house!

Frank, the bootlegger
...whose "jack" built
the house!

JOSEPH E. LEVINE
presents

A HOUSE IS NOT A HOME

IT JUST SEEMS LIKE ONE

starring

SHELLEY WINTERS as Polly Adler MICKEY SHAUGHNESSY · KAYE BALLARD · RALPH TAEGER Guest Stars BRODERICK CRAWFORD as Harrigan

CESAR ROMERO as Lucky Luciano And Co-Starring **ROBERT TAYLOR** as Frank with POLLY'S GIRLS

Screenplay by RUSSELL ROUSE and CLARENCE GREENE · Based on the book by POLLY ADLER · Produced by CLARENCE GREENE · Directed by RUSSELL ROUSE · AN EMBASSY PICTURES RELEASE

HEAR: BROOK BENTON SING "A HOUSE IS NOT A HOME" ON MERCURY RECORDS

MOTION PICTURE
EXHIBITOR

AUGUST 12, 1964 Volume 72 Number 5

IN TWO SECTIONS • THIS IS SECTION ONE

Art Houses — Cash Or Crash?

(See Page 5)

Physical Theatre — Extra Profits Dept.

John Broumas, Broumas Theatres, Chevy Chase, Md., heads a rapidly expanding circuit and is also active in industry affairs as a TOA executive on the local and national scenes.

PLEA TO THE LONELY HOLDOUT . . . *see editorial—page 3*

'BLACK'

is SOCKO, BIG, HUGE, SMASH, WOW

EVERYWHERE

DENVER
SMASH!
Lake Shore, D.I.
$11,100

MINNEAPOLIS
SOCKO!
Multiple
$33,500

DAVENPORT
HUGE!
Oasis D.I.
$7,500

CINCINNATI
WOW!
Twin, D.I.
2 Weeks
$26,800

FLINT
SOCKO!
Flint D.I.
$16,800

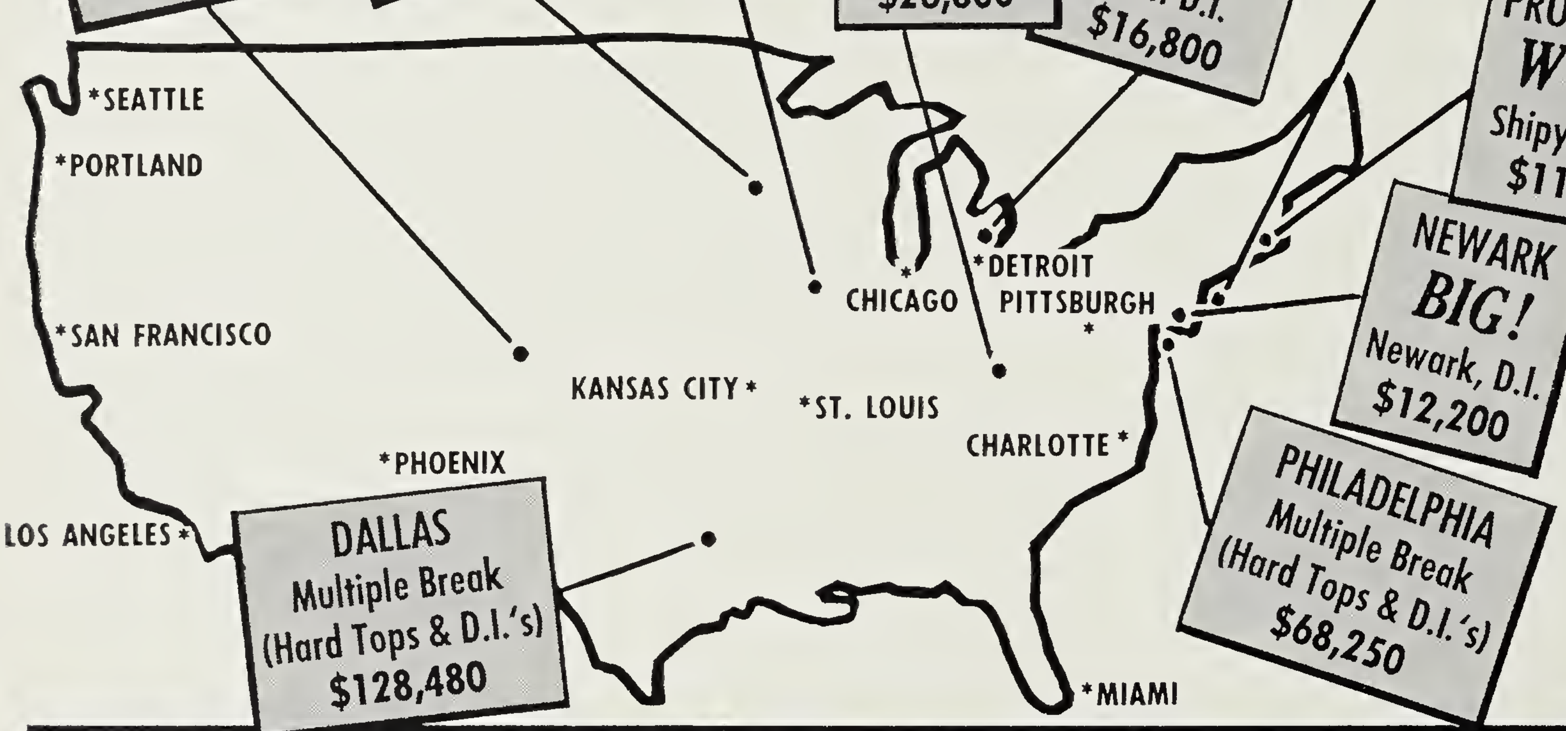
NEW YORK
Multiple First Week
(Hard Tops)
$305,476

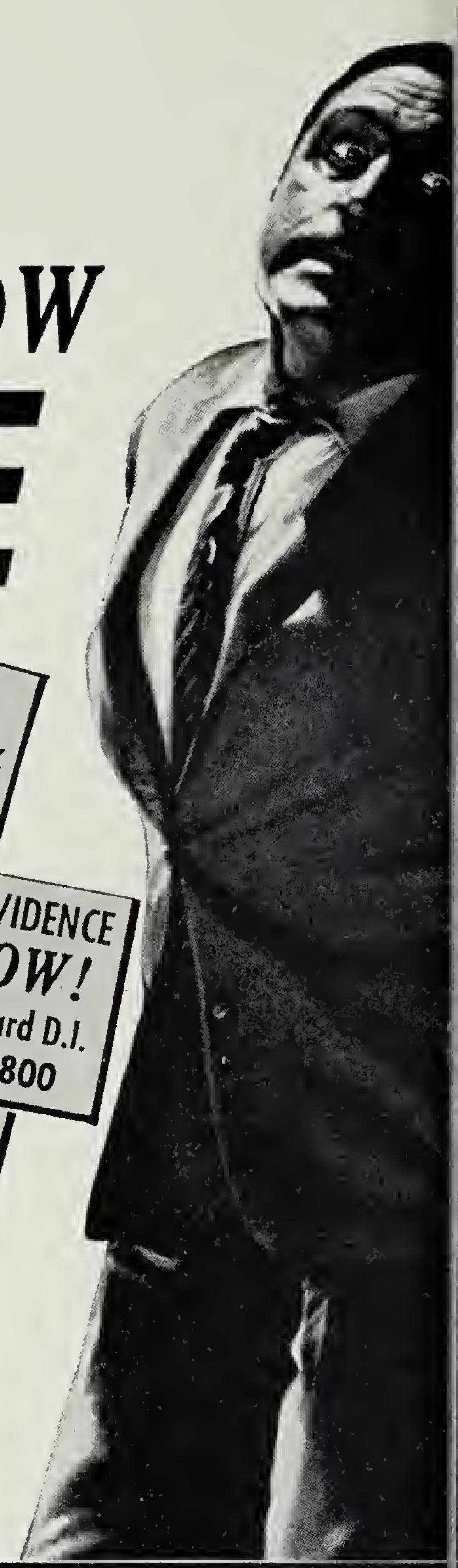
PROVIDENCE
WOW!
Shipyard D.I.
$11,800

NEWARK
BIG!
Newark, D.I.
$12,200

PHILADELPHIA
Multiple Break
(Hard Tops & D.I.'s)
$68,250

DALLAS
Multiple Break
(Hard Tops & D.I.'s)
$128,480





FLASH! CHICAGO WOODS "HUGE! 1st WEEK GROSS $44,000"–*VARIETY*

*COMING UP

DETROIT Sub Run · SEATTLE · SAN FRANCISCO · PORTLAND · LOS ANGELES · PHOENIX · KANSAS CITY
CHICAGO Sub Run · PITTSBURGH Saturation · ST. LOUIS · CHARLOTTE · MIAMI

WALTER READE-STERLING presents

"BLACK LIKE ME"

STARRING **JAMES WHITMORE**
PRODUCED BY JULIUS TANNENBAUM / DIRECTED BY CARL LERNER
SCREENPLAY BY GERDA LERNER & CARL LERNER / BASED ON THE BOOK BY JOHN HOWARD GRIFFIN

IT'S ALL TRUE..
EVERY LIVING MOM

Continental Distributing, Inc. AN AFFILIATE OF THE WALTER READE-STERLING GROUP
241 East 34th Street, New York 16, N. Y. MURRAY HILL 3-6300

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60 Church Street
Liberty 2-2909

ATLANTA
193 Walton St., N.W.
Jackson 3-3770

CHICAGO
1307 S. Wabash Ave.
Webster 9-6090

LOS ANGELES
8833 Sunset Blvd.
Olympia 7-1346

DALLAS
2009 Jackson Street
Riverside 7-5432

SAN FRANCISCO
166 Golden Gate Ave.
Prospect 5-7666

CINCINNATI
1632 Central Parkway
Suite 4 — Maine 1-4926

WASHINGTON
Warner Bldg. — Roo
13th and "E" Sts., N
District 7-6058

The Trade Paper Read by Choice—Not by Chance

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Member Audit Bureau of Circulations

MOTION PICTURE EXHIBITOR Plus SHOWMEN'S TRADE REVIEW

Volume 72 • No. 5

AUGUST 12, 1964

A PLEA TO THE LONELY HOLDOUT

THE EXHIBITOR LEADERS struggling manfully to rid the industry of blind bidding, one of its most flagrant abuses of good sense and sound business practice, seem to have reached an impasse. It is no secret that the Disney organization is the only holdout.

Other distributors have agreed to end the practice, providing the decision is unanimous one. Their hesitation is quite understandable. In the highly volatile world of buying and selling motion pictures, no one likes to give the other fellow an advantage. They ask, and who can blame them, *"If Disney can make a blind pitch to tie up important holiday dates far in advance, why shouldn't we?"* The question is a fair one.

It seems that Buena Vista's excuse is something like this: Since they release few pictures (compared to other majors), they must depend on the choicest playing time, such as Thanksgiving, Christmas, Easter, and July. This might make sense from B-V's point of view, but the situation as regards blind bidding has become too serious for theatremen to accept such an argument. No other business is plagued by such a condition, and the motion picture industry can't afford to allow it to continue.

It isn't as though Disney will lose his choice dates if he waits until exhibitors can see his films before asking for bids on them. His pictures are good, and their family appeal has been proven over and over again. He will do very well in the competitive struggle for holiday engagements. If the problem is as bad as exhibitors say (and we think it is), Buena Vista will listen to the pleas of their customers and join other distributors in trying to find an equitable solution. Does or would Mr. Disney bid for his stories before he read them? Certainly not, and neither does any other distributor.

Walt Disney has always done a fine job for the motion picture industry, both in his productions and in the way in which he exploits them. MOTION PICTURE EXHIBITOR has a high regard for him, and so do theatremen everywhere. We join theatremen everywhere in the earnest hope that his company will not insist on keeping the evil of blind bidding alive. Such abuses have already closed too many theatres and will close many more unless they are ended.

We hope that it will not be necessary for the nation's exhibitors to show their displeasure by refusing to book Disney films until they are screened. Every theatreman who would like to see blind bidding ended should write to the Disney organization and urge cooperation with other distributors. (But will they?)

As we said before, Allied's Jack Armstrong and TOA's John Rowley can't do the job by themselves.

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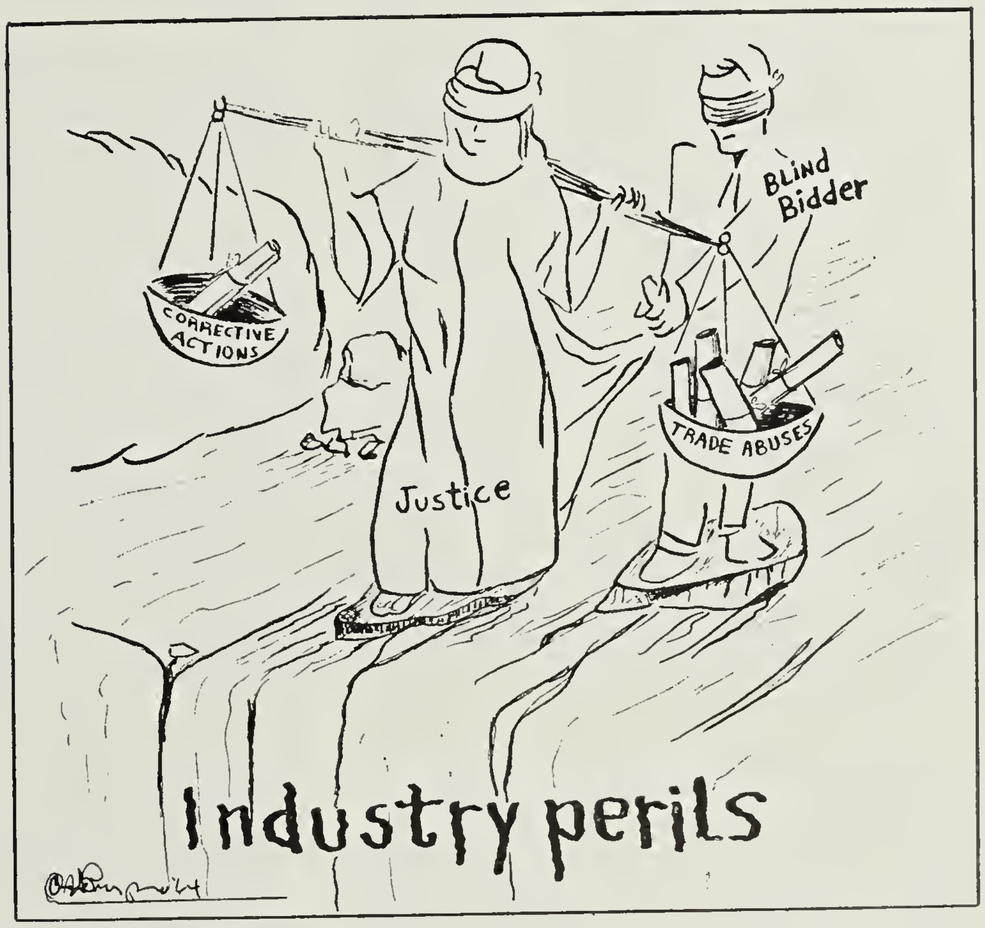


COMMON SENSE ADMISSION PRICES

SOMEHOW WHEN a better picture comes along, exhibitors who are located miles apart get the same idea at the same time that they should raise their boxoffice prices. This really isn't a case of mind reading, but it does indicate that they know the facts of life.

Distributors are forbidden from setting admission prices, but exhibitors have learned that you charge what the other fellow charges or you don't get the picture.

It is true that there are certain pictures that capture the public imagination and for which the exhibitor can charge top boxoffice prices. Where does this leave the theatre when the prices go back to normal and the pictures go back to normal?

The ivory tower boys contend that if John Doe wants to see a picture, he'll pay for it. No argument. But the ivory tower boys lose sight of the fact that John Doe may well take out his displeasure by refusing to patronize any films but the few that capture his imagination. Admission prices that go up and down with each playdate will result in millions of once-in-a-while patrons, and the motion picture industry needs continuing support.

RKO Theatres' president Harry Mandel commented to his organization, "We will sell our attractions at common sense prices." Good for him. We have often seen exhibitors book pictures at a dictated (or should we say "suggested") admission charge and then drop it back to normal when the film proved a dud. In such cases, distributors are silent.

If an exhibitor puts stumbling blocks in the way of the moviegoing public, he has no one but himself to blame when they seek their entertainment elsewhere.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A daughter was born in St. Mary's Hospital, Troy, N. Y., to **Mr. and Mrs. William Hebert.** The father is assistant general manager of Iselin Drive-In Theatres, Albany. N. Y. They have two other children, a boy and a girl.

Obituaries

Samuel Blatt, for many years an exhibitor at the Owl, 23rd and South Streets, Philadelphia, and well known as a premiums and games salesman for Quality Premiums, died suddenly. He was a member of Motion Picture Associates of Philadelphia.

Albert B. Blofson, 68, retired partner of National Penn Printing Company, Philadelphia, died in Einstein Center Northern Division. In the 1920's, he was European representative for Universal Pictures, and prior to that he had been on the communications staff of the League of Nations in Paris. He was a Navy veteran of World War One. He was a member of Variety Club Tent 13. A widower, he is survived by a son, two daughters, six grandchildren, a sister, and two brothers.

Harry Freedman, 59, co-founder and secretary of Progressive Electric Construction Company, Philadelphia, died at Pennsylvania Hospital. He was an associate of the American Institute of Electrical Engineers, operated his own amateur radio station, and was holder of a patent for a high voltage electrical danger indicator. He was a member of both the Variety Club, Tent 13, and Motion Picture Associates. Surviving are a sister and three brothers.

Edward Lachman, 56, president, Carbons, Inc., Boonton, N. J., died while at the convention of Allied of New York and New Jersey. He lived in Morristown, N. J., was former owner of the State, Boonton, and was past president of Allied Theatre Owners of N. J. Surviving are his wife, three sons, his father, a brother, a sister, and a grandson.

Academy Committees Set

HOLLYWOOD—Membership of four additional special committees of the Academy of Motion Picture Arts and Sciences was announced by Arthur Freed, president, bringing to nine the number of groups organized to date.

The committees are short subjects branch executive committee—Hal Elias and Harry Tytle, co-chairmen; Joseph Ansen, Jack Kinney, Ken Peterson, Leo S. Rosencrans, Adrian Woolery.

General membership committee—Richard Murphy, chairman; Harry Brand, Macdonald Carey, Hal Elias, Fred L. Metzler.

Music branch executive committee—Elmer Bernstein and George W. Duning, co-chairmen; Jeff Alexander, Jack Brooks, Gene de Paul, John Green, Bronislau Kaper, Jay Livingston, Jerry Livingston, Henry Mancini, Arthur Morton, Robert B. Sherman.

Writers branch executive committee—Richard Murphy, chairman; Marvin Borowsky, Warren Duff, Ivan Goff, Edmund H. North, George Seaton, Daniel Taradash.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUGUST 10

Hartford Pay-TV Test Awaits Word On Future

HARTFORD—Mark Forrester, general manager of WHCT-TV (channel 18), has disclosed that a decision will be made within the next few months about full-fledged commercial operations for the outlet, America's first over-the-air pay-television experiment.

The RKO General-owned station, now servicing 5,000 subscribers within a 25-mile radius of Hartford, is concentrating on more varied programming, and the RKO executive echelon is "quite pleased" with audience reaction to date.

A decision to go ahead with broader commercial programming could mean full national programming in the concept's sphere-and-scope within five years. Currently, pay-tv programs begin at 6 p.m., Saturdays and Sundays, and at 7:30 or 8:30 p.m., Mondays-Fridays.

Forrester scotched rumors to the effect that RKO is thinking to taking the pay-tv experiment to a middle western city because of allegedly disappointing results here.

WHCT-TV is in the concluding year of an FCC-authorized 36-month experiment.

Continental Ups Weitman

NEW YORK—Norman Weitman has been appointed as assistant general sales manager for the Continental Distributing Division of Walter Reade-Sterling, Inc., it was announced by Milton Platt, general sales manager.

Weitman joined Continental Distributing in September, 1963, as New York district manager, having been eastern district manager for United Artists' Lopert Pictures in Philadelphia since 1959. He joined Universal Pictures' home office publicity department in 1947 and subsequently became a salesman in the Philadelphia branch office, sales manager in Washington, D. C., then branch manager in Albany and Cleveland. In addition to his new duties, Weitman will continue to supervise Continental's distribution in the Greater New York area.

"Where Love Has Gone"

The impressive deal between Joseph E. Levine and Paramount Pictures comes up with another winner in "WHERE LOVE HAS GONE." This dramatic bombshell stars Susan Hayward and Bette Davis, and also introduces a new actor, Michael Connors, who has made his mark in television and should have feminine hearts fluttering once word gets around about the job he does in this one. Also, it's a new Davis (and a slim one, too), and her scenes with Hayward shoot off sparks.

Interest is riveted on the screen throughout the running time, and we look for a bright boxoffice future. All we can say is if Joe Levine keeps them coming with the quality of "THE CARPETBAGGERS" and "WHERE LOVE HAS GONE," both he and Paramount should be happy for a long, long time.

JAY EMANUEL

BROADWAY GROSSES

"Iguana" In Giant Bow

NEW YORK—With the Paramount no more and the Victoria closed, the rest of the Broadway first-runs had an above average week led by Radio City Music Hall, the DeMille, and the RKO Palace.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with usual stage show, claimed $129,600 for Thursday through Sunday, with the fourth week bound to top $219,000.

"NIGHT OF THE IGUANA" (MGM). DeMille reported $55,000 for the opening week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 38th week was $23,073.

"BECKET" (Paramount). Loew's State did $17,000 on the 22nd week.

"CIRCUS WORLD" (Paramount). Loew's Cinerama announced that the seventh week was $20,000.

"A SHOT IN THE DARK" (UA). Astor claimed the seventh and final week was $15,000.

"WHAT A WAY TO GO" (20th-Fox). Criterion tallied $19,000 on the 13th week.

"CLEOPATRA" (20th-Fox). Rivoli announced that the 61st week would hit $10,000.

"ROBIN AND THE SEVEN HOODS" (Warners). RKO Palace garnered $55,000 on the opening session.

No "Bible" In Magna's Future

NEW YORK—During the past several months, numerous rumors have circulated with regard to Magna Pictures Corporation and the motion picture, "The Bible."

In order to clarify any misunderstanding, Marshall Naify, president of Magna Pictures Corporation, stated that Magna Pictures does not have any financial interest either in the production or distribution of the motion picture. Although such an arrangement was contemplated at one time, negotiations were never consummated.

Naify, who has just returned from Rome, stated that the picture is being photographed in the new D-150 process and, from what he saw, will live up to his previous estimate of being one of the great motion pictures of our time.

Nov. Bow For Andorra

PHILADELPHIA—Construction work on William Goldman's 1,200 seat Andorra, located in the Andorra Shopping Center, has advanced to a point where an opening date early in November has been scheduled.

General contractor is Fleming & Co. The architect is the firm of Supowitz and Demchick. James L. Wolfe, consulting engineer, has designed the air conditioning and heating equipment.

The Andorra Shopping Center will provide the new theatre with parking for 1,500 automobiles.

Art Films' Future Stirs Debate

Janus Execs To Stress Fewer Films, Key Cities, Expanded 16mm Market; Peppercorn Still Bullish

NEW YORK—"The art film market, as we have known it, is over," said Bryant Haliday and Cyrus Harvey, Jr., heads of Janus Films, in announcing the company's program for the future.

"In its place are new opportunities for the distribution of foreign films, quality motion pictures, and commercial product which mark a turning point for our business. Janus Films, a leader in the art film field, is moving into new areas that will dramatically change our operation. Our decision, taken in the midst of our biggest year, reflects the significant changes that have occurred in the art film market.

"We would even go a step further. Based upon our many years experience including three Academy Awards and many other Awards for our films throughout America, we believe it impossible for any distributing company in today's market to handle profitably the kind of films associated in the past with Janus.

"In the field of 35mm theatrical distribution, Janus will concentrate on a maximum of one or two major foreign films each year instead of the extensive selection characteristic of recent years. This season we will release Cayette's 'Anatomy of a Marriage' and Bergman's 'All These Women.' Beyond that, we shall be handling an Ingmar Bergman film every two years together with future films from various Swedish studios.

"As for the more modest films of new and lesser-known directors, we will limit 35mm theatrical distribution to the key cities where a sufficient economic return can be expected from art theatres, followed by concurrent release to film societies."

They pointed out that Bergman's "The Silence" has been the most successful film in the company's history. "There is no doubt that there is an important market for the major foreign films and we intend to continue to lead that market.

"At the same time, we are expanding our distribution in the 16mm field which has exploded within the past few years. The astonishing rise of film clubs has been a prime factor. We plan, in certain instances, to purchase films especially for 16mm distribution since costs are a fraction of those in the theatrical end. 16mm potential has grown to within hailing distance of theatrical potential on many of the more modest films. In fact, the Janus Film Library in the 1963-64 season totalled 100 per cent more than the three previous seasons combined.

"We are also expanding our direct participation and investment in production here and abroad. In this area, we have achieved a high degree of stability. Where a distribution for the United States alone would make us dependent on the vagaries of the American public, our interest in foreign areas cuts our risks enormously. Out of the seven films in which we have a minority or majority interest, six are in a profit position."

To handle the growing interests in Europe, Janus moved to larger offices, in Paris, together with London based Gala Films. From there, the company will handle world sales of all its films as well as those of several French companies they represent. Janus is equipped to handle an increasing number of independently-made American films in Europe. At the same time, the Janus office in Paris will coordinate all of its production activities in Spain, France, and Italy.

"We have always believed that the cinema is more art than an industry. Many of the arts today are wholly or partially subsidized. No symphony orchestra or art museum expects to run at a profit. Yet, in making available difficult but rewarding foreign films to even the smallest town in the United States, we have been performing a function more

(*Continued on page 9*)

COMPO Launches Effort To Repeal Federal Tax

WASHINGTON, D. C.—LaMar Sarra, co-chairman of the Council of Motion Picture Organizations tax repeal campaign committee with C. Elmer Nolte, Jr., appeared before the House Ways and Means Committee and pleaded for complete repeal of the federal admissions tax on motion picture theatres.

Sarra spoke about 15 minutes, reading a statement which set forth the reasons for the abolition of this tax, first imposed in 1917 during World War One. His appearance marked COMPO's fifth attempt to get the tax wiped out. Four campaigns were held in the 1950's and resulted in the reduction of the tax from 20 per cent to its present status of 10 per cent on admissions over $1.00.

Sarra is a vice-president of Florida State Theatres, Jacksonville, Fla., and Nolte is vice-president of F. H. Durkee Enterprises, Baltimore, Md.

Lester Isaac, Greenwich, Conn., international representative of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, was another witness at the hearing and spoke for the IATSE employees. Issac pointed out the danger which the tax presents in loss of jobs due to the closing of theatres.

Viking Seeks Reargument

WASHINGTON, D. C.—The Viking Theatre Corporation on behalf of Harry Sley's independent Viking, Philadelphia, has filed a motion with the United States Supreme Court for the reargument of its case involving the legality of the product split in Philadelphia. Its legality was upheld by the Supreme Court on June 15 when, by a split decision, it sustained the decision of two lower courts in the anti-trust action which involves the major distributors, Stanley Warner Theatres, William Goldman Theatres, and the Fox Theatre.

The Supreme Court will not act on the motion until October. The high court can act on such motions without any of the other parties filing papers or briefs.

Donnenfeld Assists Weltner In Para. Production Post

NEW YORK—George Weltner, president of Paramount Pictures Corporation, announced the appointment of Bernard Donnenfeld to the newly-created position of assistant to the president for production activities.

DONNENFELD

Presently based in Hollywood as executive assistant to Paramount vice-president and studio head Jack Karp, Donnenfeld will move to New York where he will make his headquarters. He will report directly to Weltner and serve as liaison an all of the company's production activities.

Donnenfeld's appointment is the first to be made by Weltner since he was elected to the chief executive office in June.

Donnnfeld has been based in Hollywood since 1961. He is also an assistant secretary of Paramount Pictures Corporation.

An attorney, Donnenfeld joined Paramount in 1957, serving in an executive capacity in the home office.

Warners Reports Loss

NEW YORK—Warner Bros. Pictures, Inc., reports for the nine months ended May 30 a consolidated net loss of $890,000 after an estimated carry-back credit of $1,300,000 for federal income taxes. The consolidated net income for the corresponding period last year amounted to $4,961,000, which represented $1.02 per share on the 4,850,052 shares outstanding at June 1, 1963.

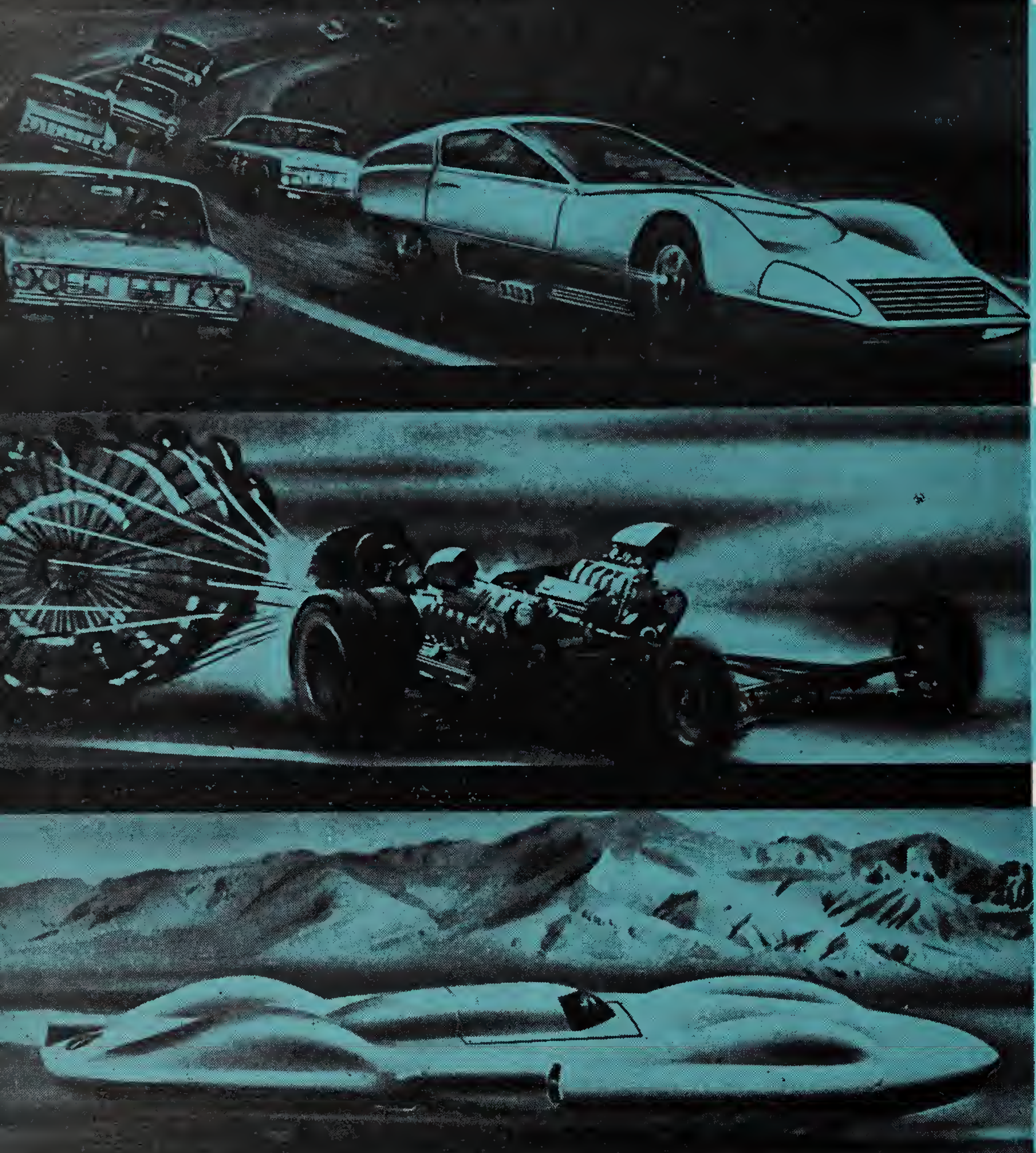
Theatrical and television film rentals, sales, etc., amounted to $47,924,000; dividends from foreign subsidiaries not consolidated were $300,000; and profit on sales of capital assets was $4,000 for the nine months ended May 30, as compared with $67,650,000, $298,000, and $5,000, respectively, for the nine months ended June 1, 1963.

Net current assets at May 30, 1964 were $44,460,000 (including $5,641,000 cash and government bonds), and debt due after one year was $6,029,000, compared with $46,268,000 (including $7,357,000 cash and government bonds) and $6,113,000, respectively, at Feb. 29, 1964.

RKO's O'Connor Retires

NEW YORK—Harry Mandel, president of RKO Theatres, announced the retirement of Thomas F. O'Connor as a vice-president in charge of real estate. O'Connor has been active in the financial and real estate aspects of the company for over 30 years. Alexander S. Calvin, for many years assistant to O'Connor, has been appointed acting head of the real estate department.

ROMANCE AND RACING
ARE IN THEIR BLOOD
AND THE FASTER THE ACTION
THE MORE THE FUN!



JAMES
DARREN

PAMELA
TIFFIN

DOUG
McCLUR

JOANIE
SOMMER

MARILYN MAXWELL CHARLES DRAKE · PETER M

AND AS THEMSELVES
MICKEY THOMPSON · JAMES NELSON · DUANE CARTER · BILLY KRAUSE · RON M

UNIVERSAL
CITY STUDIOS

Screenplay by MEL GOLDBERG and WILLIAM WOOD Story by WILLIAM ALLAND and MEL G
Directed by JACK ARNOLD Produced by WILLIAM ALLAND A UNIVERSAL P

Watch "THE LIVELY SET" set a lively pace beginn

"The LIVELY SET"
IN COLOR
JOANIE sings BOBBY DARIN'S LATEST HIT TUNES!

Unprecedented national promotion penetrating all territories in all markets and reaching mass consumer audience through all media, press, TV, radio—now set to presell "THE LIVELY SET" for lively box office results for the fall season.

World Premiere Engagement Detroit September 16

N.Y.-N.J. Allied In Joint Meet; Cohen, Herman Elected Presidents

KIAMESHA LAKE, N. Y.—At the joint convention of Allied Theatres of New York State and Allied Theatre Owners of New Jersey at the Concord Hotel, Sidney J. Cohen was reelected president of the New York State group, and Howard W. Herman, Hawthorne Theatre, Hawthorne, N.J., was named as the new head of the New Jersey unit, succeeding William Infald.

Cohen was also renamed New York Allied's national director.

Other officers reelected by the New York Allied board were Sam Sunness, vice-president for the Binghamton area; Leonard Rosenthal, vice-president for the Albany area; and Charles Finnerty, treasurer. Rube Cantor was elected vice-president for the Syracuse area; Dewey Michaels, vice-president for the Buffalo area; John Martina, vice-president for the Rochester area; and Jack Stephanan, secretary.

Newcomers to the New York Allied board are Marvin Atlas, Sam Gandel, and Gasper Mandola.

Reelected by the New Jersey directors were Irving Dollinger, board chairman and national director; Sam Engelman, vice-president for the northern New Jersey; and John Harwin, vice-president for southern New Jersey. Lou Baurer was elected treasurer, and Leonard Bluestein was named secretary.

All members of the New Jersey board were reelected.

Wilbur Snaper, a member of the New Jersey Allied board, urged that distributors work out with exhibitors an orderly set of rules that would be the standard for the industry in dealings between distribution and exhibition.

The former president of National Allied said that release schedules should be adhered to by the distributors, and called for orderly distribution. He held that exhibitors should have the right to cancel on blind bids, and said that an exhibitor should get an answer on a bid within seven days.

Milton H. London, executive director, Allied States Association of Motion Picture Exhibitors, told the convention that theatre business was on the upbeat, interpreting this as a reflection of the changing times.

Armstrong Urges Unity In Blind Bidding Fight

Jack Armstrong, president, Allied States Association of Motion Picture Exhibitors, called upon theatre men everywhere to unite to force an end to blind bidding. He termed the practice "destructive" regardless of how it is conducted.

Armstrong also appealed to exhibitors to work together to bring about a solution of their problems, and reported that Allied States and Theatre Owners of America were still working on efforts looking to a possible merger of the two national exhibitor groups as a means of strengthening the position of the exhibitor.

He said efforts are being made to eliminate 16mm opposition, and urged the orderly release of films to help exhibitors stay in business. Support of the Will Rogers Hospital was recommended, and exhibitors were urged to take up collections in the drive to raise funds for the hospital.

Felix Bilgrey and Howard Herman, incoming New Jersey Allied president, urged exhibitors to get together with producers to expand and improve the work of the Green Sheet, sponsored by the MPAA, which should help to stave off censorship.

Henry H. "Hi" Martin, vice-president and general sales manager, Universal, was presented a plaque at the banquet for his contribution to the betterment of the industry and for his work in behalf of Will Rogers Hospital.

The convention paid tribute to Edward Lachman, head, Carbons, Inc., who died suddenly in the Concord lobby.

Herman and Cohen were honored at a cocktail party which preceded the banquet, which drew an attendance estimated at 750.

Susan Hart has been signed by American International Pictures' to a contract which will groom her for a rise to stardom within a 12 month period. She is set to star in four AIP pictures during the first six months of this period.

MGM Print Saving Plan

NEW YORK—Merle Chamberlain, supervisor of post-production activities at MGM, has returned from the I.A.T.S.E. convention in Louisville where he outlined MGM's newly-developed process for preventing loss of printed numbers which designate the sequence of film reels.

"The problem which results when film leader is destroyed or cut has resulted in development at MGM," Chamberlain said, "of a new numbering process whereby the reel number as well as a repeat of the title have been moved between sync foot numbers 5 and 6, thus preventing a loss of these numbers through destructive handling of film or snipping. The new procedure is now standard practice at MGM."

In a major speech to the convention, Chamberlain also deplored projection inadequacies in many theatres in the United States as well as abroad.

Promotion Kit Highlights WB "Hamlet" Seminars

NEW YORK—A comprehensive and instructional promotion kit was presented at the Warner Bros. home office, highlighting the first of a series of 38 regional Warner Bros. seminars on Richard Burton's "Hamlet" in the new Electronovision Theatrofilm process.

The step-by-step campaign to herald the limited engagement of "Hamlet" next month was outlined to scores of leading exhibition officials of the New York metropolitan area, in the presence of the entire staff of Warner fieldman.

The intensive day-long seminar was conducted by Richard Lederer, Warner Bros. vice-president and director of advertising and public relations. Joining the leadership of the conferences was national publicity manager Joe Hyams and national exploitation-promotion director Ernie Grossman.

The "Hamlet" kit, divided into 18 major sections, goes to each theatre booking the production. It includes a Richard Burton open-end radio interview on a "45" disc; Lederer discusses Electronovision "for the exhibitor's information and guidance," on a long-play record; publicity stories and photos with designated "planting" dates, enabling exhibitor to mount month-long day-by-day campaign; ads, theatre heralds, information about accessories; special pamphlet, "What Is Electronovision?"; instructions on "Dressing the House for 'Hamlet' "; six-page brochure, "How to Sell 'Hamlet' "; "Hamlet" medallions to be worn by theatre personnel; sketch of easy-to-make "Hamlet" ticket-selling booth; colorful souvenir ticket, featuring synopsis of play on reverse side, another Warner "first."

The fieldmen returned to their headquarters and between Aug. 10 and 19 will participate in regional "Hamlet" meetings with exhibitors and Warner personnel.

"Hamlet" will be presented Sept. 23 and 24 in more than 1,000 theatres across the United States and Canada on a reserved performance basis. There will be a matinee and evening performance each of the two days.

Circuits represented at the first seminar included AB-Paramount Theatres, Century, Fabian, B.S. Moss, RKO, Randforce, Walter Reade, Shine, Shea, Skouras, Stanley Warner, and Town and Country.

Reade Managers Compete

NEW YORK—Theatre managers of the entire Walter Reade-Sterling circuit are competing in a summer-long drive to improve the net profits of their individual houses, it was disclosed by Sheldon Gunsberg, executive vice-president.

Gunsberg said each manager will win a cash award if he equals the net profit budgeted for his house and will receive bonus prizes if he betters the net. The contest will run through Labor Day.

Three supplementary contests have also been established for the summer, each with cash awards. Five prizes will be given for the best promotional campaigns on any five pictures played by each theatre during the drive. Managers can also win awards for increasing the gross of the Summer Kiddie Show Series all are running. Prizes will also be awarded for the best decorating of refreshment stands.

Nick Schermerhorn, vice-president for theatre operations, and his assistant, John Balmer, are coordinating the drive.

ART FILMS—

(*Continued from page* 5)

suitable for a non-profit organization such as the Ford Foundation.

"Many reasons have been given for the crisis in foreign films. One recent article noted the proliferation of new art theatres, especially in New York, which has resulted in flooding the country with inferior foreign films, leading to a general disenchantment on the part of the public. This is only part of the problem.

"Basically, the terms art film and art film theatre have been distorted. Today the great successes among the foreign films have such an increased potential at the boxoffice that they have become an important part of the program for commercial theatres rather than exclusively theatres specializing in high quality art films. 'Divorce Italian Style,' 'Two Women,' and 'Tom Jones' certainly fall into this category.

"Second, the tremendous increase in the number of theatres is especially significant because most of them, nationwide, have been 600 seat houses. This was once characteristic of the so-called art theatre. The dividing line between commercial theatres and specialty theatres, and between the type of theatre and the product they present, grows thinner every day.

"Three, the space required for a new theatre demands an overhead that is not warranted by the potential income of true art films. Almost any other kind of business will return more per square foot of land than a theatre devoted to foreign films.

"Four, the importing of films has grown into a big business with all its concomitant problems. For example, most of the small independent distributors have been involved recently in anti-trust suits, previously confined to the major companies. While never on the losing end, we have incurred staggering legal expenses, not to mention lost time.

"Five, in the past decade advertising costs have increased substantially. A foreign film of modest potential incurs expenses at the same rate as a $25 million dollar spectacle. Nowhere in the world is a higher portion of income devoted to advertising.

"Such films as 'The Sound of Trumpets,' 'Two Daughters,' 'The Fiances,' 'The Guest,' 'Playboy of the Western World,' and 'Jules and Jim' have required an enormous investment in the basic materials necessary for the proper distribution in even the most remote art theatres. Yet the income from these theatres cannot come close to covering our costs. The initial films of Fellini, Antonioni, and Olmi fall into this category. Under our new operation, we intend to continue the encouragement of new and important directors. but in a way that will bring the films to their audience without a severe economic burden."

Summarizing their views, they said, "By concentrating on distributing fewer but more important foreign films, by vastly increasing our 16mm market, and by a greater emphasis on production of films, we can effectively move into the future. Time does not stand still. Our business, more cyclical than most, demands that we adjust to dynamic changes. By doing it in a peak year, Janus Films can confidently put its full efforts behind the smooth transition into the new operation."

(*Continued on page* 11)

No Break Seen In Detroit Strike, But Theatre Grosses Hold Up Well

DETROIT—Last week was the fourth during which this city has had no regular newspapers, and it is now possible to discern the emerging pattern of business.

Because of exhibitors' instant reaction to the situation, business has not only been better than during any of the previous strikes, but has actually been satisfactory to good. Probably the place the strike has been most felt is some first runs where the lack of large display advertising, the fanfare of publicity, articles, and reviews, takes its toll. However, even this is far from universal; when "The Long Ships" opened at United Detroit's Palms, it began one of the best engagements in the country.

Actually, the cost of the combined campaign is less than the amount previously spent in the Detroit Free Press and the Detroit News. That excepts individual theatres which have gone into radio heavily and tv moderately, so that the expenses have slightly topped normal budgets.

Last week, the Metropolitan Exhibitors of Detroit expanded its emergency movie guide (which has been the principal means of garnering business) circulation. The guide contains over 100 listings of all information necessary.

It appears in a weekly advertising tabloid along with four other advertisers, Wrigley Supermarkets, Montgomery Ward, Robinson Furniture Company, and Beckwith-Evans (a carpet concern). 500,000 copies are and will be delivered to homes for the duration.

It also is printed in three publications which have sprung up to take the place temporarily of the regular press. These are the Detroit Daily Press, circulation 250,000; the Detroit Emergency Press (published twice a week), circulation 300,000; and the (daily) Sports Special, circulation 150,000. The last-named is distrubuted free, is backed by racing interests, and is found on all newsstands, bars, restaurants, and hotels.

In addition, 150,000 guides are given to theatres weekly where patrons are now asking for them.

This is a total circulation weekly of 4.05 million. News and Free Press, roughly, had a combined distribution of 1.4 daily. However, the guides are retained by interested parties through the week, and the proof of their value is at the box offices.

The cost for first, second, and drive-in runs is $50 per week, all others $25.

A final encouraging note is that all this has happened during a period when temperatures have been about 10 degrees above normal for this time of year.

Last week, both sides in the strike issued for the first time detailed statements as to the issues. Each runs into thousands of words and it so involved with claims and counterclaims that it would require two pages of solid print to print even a condensation.

Our prediction at the outset, which was July 14, that exhibition would be in the publishing business (the movie guides) for a long time, still seems accurate.

20th-FOX IS BACK ON TOP

SAILING THROUGH extremely rough seas over the last few years, 20th-Fox is now back on top!

They are back where they belong because of the guts, vision, and leadership of the one and only Darryl F. Zanuck, president, and with the aid of such company stalwarts as Seymour Poe, executive vice-president; Joseph M. Sugar, vice-president and general sales manager; Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation; and others.

After the recent exhibitor product presentation meetings held around the country, it is now evident to all of us that 20th-Fox has kept faith by coming up with a tremendous line-up of product, including the simultaneous production of three roadshow attractions now in production in Europe.

Not only has this company forged its way back to the top with blood and sweat—but it also now emerges as one of the outstanding "showmanship" companies in the business.

The recent press junket to Europe which saw the transporting of some 130 members of the press and tv from the U.S. and Canada to Europe has proven to be one of the most amazing public relations achievements in our business. The press people were flown to production sites in Salzburg, Austria; northern Italy; Rome; and London where "Sound of Music," "The Agony And The Ecstasy," and "Those Magnificent Men In Their Flying Machines" are now in production.

This has to be a wonder of accomplishment from the standpoint of logistics, good will, and results! The resulting publicity so far has been tremendous.

What further amazed this writer—who made the trip—was the manner in which some of the 20th-Fox field staff conducted themselves. A prime example of efficiency, courtesy, and dedication to purpose was Philadelphia's Hal Marshall, who left no stone unturned to see that his "charges" were kept happy, comfortable, and on the right track, right down to taking care of misplaced baggage. It was a pleasure to watch this man operate on a first name basis with all of the press assigned to his care.

Helen Yorke, another field representative from San Francisco, who undoubtedly was along to aid the female press representatives, was a doll.

There aren't enough words to describe this junket except to point out that 20th-Fox is "back in business" with a resounding bang. The people who work behind the scenes are doing everything—everything possible—to help the top brass keep the company in its rightful place "in the sun."

We doff our hat to Darryl Zanuck, Seymour Poe, Joseph Sugar, and Jonas Rosenfield, Jr.

Incidentally, 20th-Fox stock has been moving up and is paying dividends again. The prospects are bright. I'm happy that I own a few shares myself.

JAY EMANUEL

MPAA Fact Sheet On Film Industry Gives Answer To Prophets Of Doom

NEW YORK—American motion pictures occupy an estimated 60 per cent of screen time abroad, according to the Motion Picture Export Association of America (MPEAA). Attendance abroad is estimated at 200 million weekly. Remittances from abroad in the past year were about $220 million. Gross revenues from overseas total about $300 million.

The eight member companies of MPEAA operate 720 offices abroad employing about 15,000 people. The Association itself has representative offices in London, Paris, Frankfurt, Rome, Mexico City, Rio de Janeiro, Bombay, Djakarta, Tokyo, and Lagos (Nigeria). MPEAA member companies are Allied Artists International Corporation, Columbia Pictures International Corporation, Metro-Goldwyn-Mayer Inc., Paramount International Films, Inc., Twentieth Century-Fox International Corporation, United Artists Corporation, Universal International Films, Inc., and Warner Brothers Pictures International Corporation.

Some 78 per cent of the American feature-length motion pictures approved by the Production Code Administration during the past six years (1958-1963) were produced in the United States and its territories. Only 12 per cent of the six-year total could be described as American films produced abroad, and another nine per cent can be described as foreign nationality films with substantial U.S. interests.

The continued existence of the American motion industry, according to Ralph Hetzel, acting president of MPAA, depends largely upon foreign revenue. "To maintain an advantage in the world market and in some cases to meet requirements imposed by foreign governments, American companies must develop their association with foreign film companies and carry on a certain amount of production abroad," he said.

Some of the principal reasons for making American motion pictures abroad, according to MPAA are demand by the present day audience for unqualified realism; need to make motion pictures with universal appeal because of increasing dependence on the foreign market; lower production costs abroad for scenes in spectaculars requiring use of thousands of extras; and the need to maintain the strength of world-wide distribution organizations through cooperative arrangements with foreign film interests.

The American motion picture industry does business in every country of the free world. The principal markets total about 70 countries. Some limited film business is being done in the Soviet Union and the satellite countries. Red China, Albania, Cuba, North Korea, and North Vietnam are excluded from U.S. film distribution.

According to preliminary indications, foreign revenues are holding their own. MPAA states the foreign gross accounts for 54.6 per cent of the world gross of the members of the MPEAA.

On the home front, U.S. motion picture box office receipts are expected to increase in 1964 and may reach $1.5 billion, according to the U.S. Department of Commerce. Box office receipts in 1963 are estimated at $1.45 billion, an increase of about three per cent over the 1962 figure of $1.405 billion. Box office receipts in 1962 were the highest since 1949, when they reached $1.468 billion.

Motion picture theatre ticket sales, according to the Department of Commerce, continue to account for two-thirds of the nation's spectator amusement expenditures. According to MPAA, 320 new theatres were either opened, announced or placed under construction in 1963, with a record $97,411,500 expended. There is stronger emphasis on smaller houses in suburban shopping centers. In addition, 670 theatres were remodeled during the year.

"Brighter Picture for the Movies," a report by Goodbody & Company, a New York investment firm, states that after a period of stabilization following the competitive impact from tv which was more or less completed by 1958, "definite improvement has become apparent in motion picture industry results." Better cost control, improvement in film quality and variety, plus renovation of old theatres and construction of new ones were among reasons for the upswing, according to Goodbody & Company.

Capital invested in the U.S. motion picture industry totals $2.9 billion, according to the U.S. Department of Commerce. According to the Department of Labor the industry employs an annual average of 36,600 people.

"Carpetbaggers" N. Y. Gross Exceeds Production Cost

NEW YORK—Joseph E. Levine's "The Carpetbaggers" completed its first wave of engagements in the New York branch territory with an all-time record gross of over $3,795,000. The huge total actually exceeds the production cost of the Paramount Pictures release, which was about $3,300,000.

The record gross for "The Carpetbaggers" was established in five weeks at 24 "Showcase" theatres in the greater metropolitan area and selected houses in the suburbs, New Jersey, and upstate New York. This represents only part of the long-range gross for the Panavision-Technicolor drama in the New York area, however, for the film opened in more than 100 additional theatres and will be playing important revenue-producing engagements into the fall.

Universal Maintains High 1964 Production Pace

UNIVERSAL CITY, CALIF.—Maintaining its high rate of production that already has seen more pictures completed so far this year than were made all last year, Universal will launch three more high budget productions during August, it was revealed by Edward Muhl, vice-president in charge of production.

This will bring to 16 the number of features Universal has put before the cameras since last Jan. 1, as against 11 pictures made during all of 1963. Of the 16 started, 13 have been completed.

First of the new starters, all in color, to get the green light will be "The Favor," Universal-Lankershim production which Michael Gordon will direct for producer Stanley Shapiro, with Robert Arthur serving as executive producer. Rock Hudson, Leslie Caron, Charles Boyer, Walter Slezak, and Dick Shawn head the cast of this romantic comedy written by Shapiro and Nate Monaster.

Next to go will be "Fields of Honor," James Stewart starrer in which Universal's promising new actress, Rosemary Forsythe, will make her screen debut in the leading feminine role. Andrew V. McLaglen will direct James Lee Barrett's original screenplay for producer Robert Arthur.

This will be followed by "That Funny Feeling," Sandra Dee starrer being produced by Elliott Kastner and directed by Gene Kelly as his first assignment under his producer-director-actor contract.

Fox Names Branch Heads

NEW YORK—Dan Coursey has been appointed Charlotte branch manager and Lloyd Edwards has been appointed Memphis branch manager for 20th Century-Fox, it was announced by Joseph M. Sugar, vice-president in charge of domestic distribution.

Sugar pointed out that "this is the latest instance of the company promoting from within and utilizing its sales personnel to give them wider experience in new and different territories." Coursey, who fills the opening left by the recent death of Olin Mock, formerly was branch manager in Memphis. He has been with 20th-Fox for 28 years. Edwards, who has been with the company since 1952, moves into the Memphis post after serving as a salesman in the Dallas area.

During his recent visit to London, Colonel Jack Warner visited the set of "The Affair At The Villa Fiorita" where he met producer-director-scriptwriter Delmer Daves; Gerry Blattner, Warners' European chief; Maureen O'Hara; art director Carmen Dillon; and set dresser Patrick McLoughlin.

ART FILMS—

(*Continued from page 9*)

Distribution of the company's more modest films will be limited to dates in the key 12 to 15 cities across the country and then will be released immediately to 16mm outlets. Should exhibitors in other areas want to play any of their films, they will have to up rental rates to make sure that Janus doesn't incur a loss on the engagement. They cited figures to show that even in some of the larger cities, attendance has fallen off at the so-called art houses so that the numbers of people in attendance equal the figures of 10 years ago, when the foreign film was getting under way.

The pair indicated that there are foreign films aplenty overseas just waiting to be distributed, but the better films have too high an asking price whereas the smaller ones are not worth taking for distribution here.

Harvey and Haliday see fewer and fewer independents remaining in the declining field and less companies competing for films made abroad.

Experience With "Journey" Disenchants Joe Levine

Joseph E. Levine, president of Embassy Pictures, was disenchanted with the art picture field, especially after being burned with the distribution of "Long Day's Journey Into Night," which he thought was a fantastic movie, paying $535,000 for the distribution rights in advance. He laid out an additional $100,000 to publicize and promote the film in New York. It played one East Side theatre for several months and then one hundred others, and he never even got back what he spent on advertising. No one came to see it despite the fantastic reviews, he stated, and he thought that a good artistic import will have a rough time of it even in cosmopolitan New York. You have to give the people what they want, and they will go to the imported film only if it has accepted and popular ingredients. He thought it would have proved an impressive experience for tv, but these rights were not included in his deal.

Peppercorn Disagrees; Sees Bright Art Market

Carl Peppercorn, vice-president and general sales manager of the recently established Cinema V Distributing, Inc., was upset by the statements issued by Janus officials stating that the art end of the field was in a decline. He thought that the industry was done a disservice by the statements, which he labeled irresponsible. On the contrary, he said that a fabulous market awaited good pictures regardless of the point of origin if they are handled properly. Even the smaller pictures can be imported profitably, he mantained, if expenses are handled correctly.

Peppercorn, who has wide experience in the import film field, thought that the Janus operation had distribution costs which were way out of line in relation to the product they had to distribute. He thought it wrong for readers to assume that Janus was speaking on behalf of a total segment of the industry. He observed that there is a tremendous distinction between being an importer of films and being a distributor of films. There is also a difference in working with sub-distributors as in the case of Janus, or of working with your own representatives

(*Continued on page 14*)

No Panic Among Atlanta Exhibs As Pay-TV Firm Gets Franchise

ATLANTA, GA.—Announcement that an Atlanta corporation has been granted a franchise and exclusive rights for construction and operation of a pay television system did not create panic among motion picture exhibitors in this area.

A survey of the chiefs of three large circuits operating theatres in the Atlanta area—Georgia Theatre Co., Martin Theatres of Georgia, Inc., and Storey Theatres, Inc.—indicated they felt that Atlanta's reception to the project would be lukewarm, as it has been in other areas where pay television is being tried at present.

John H. Stembler, president of Georgia Theatres, who serves as president of Theatres Owners of America, Inc., with membership numbering more than three-fourths of the motion picture exhibitors in this country, has been deeply involved in the legal battle against pay television.

E. D. Martin, president of the Columbus-based theatre chain founded by his father, Roy Martin, Sr., says he "respects the competition posed by pay television, but I am not afraid of it. Pay tv does not seek to create a new entertainment form. It merely offers a substitute for entertainment now available.

"As for motion pictures, I do not think the public is interested in seeing a comparatively tiny picture, with inferior sound, in the living room instead of the cool and comfortable surroundings of today's modern theatres. And don't forget that glorious, living color in which most pictures are filmed today. Try to get that on your black and white set.

"We are interested in television since we own WTVM, Columbus, Ga., and TWVC, Chattanooga, Tenn. We offer full programming and doubt seriously if pay tv can improve perceptibly on what the public now gets for free.

"And, I might add, the threat of pay tv will not deter our plans to spend $3 millions during the next couple of years improving our theatres and building new ones in the Atlanta area and elsewhere in the five states where our circuit operates."

Fred G. Storey, head of Storey Theatres, has visited Toronto to see just how the test was working out there. More than $3 million was poured into this test, he said, and just about the only thing the subscribers got for their money were some Broadway stage plays and some subsequent run motion pictures.

The tv company promises that the pay tv clients will get to see features earlier. This is strictly problematical and the fact remains that pay tv can not offer anything more or different than video viewers are getting now at no cost, Storey remarked.

Technicolor
CORPORATION
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George Murphy, right, vice-president and director of Technicolor Corporation, recently cut ribbons on firm's new facilities in San Francisco. On the left is seen Harry Stuurmans, Technicolor's San Francisco general manager.

Hurwitz Brothers Named 1964 Canadian Pioneers

TORONTO — Robert D. Hurwitz and his brother, Harry W. Hurwitz, were chosen for the dual honor of Pioneers of the Year by the award committee of the Canadian Picture pioneers, it was announced by Dan Krendel, president. Presentation of the awards for this high honor will be made at the annual dinner to be held on Monday, Nov. 23, in the Inn-On-The-Park in Toronto.

The Pioneers' selection committee was made up of past winners of the Award, under the chairmanship of Reuben W. Bolstad.

Bob Hurwitz is a Famous Players' partner and general manager of Main Street Theatres Limited of Winnipeg, and his brother, Harry Hurwitz, is area general manager of the Odeon-Morton Theatres in Winnipeg.

The Hurwitz brothers have a long and untiring service in the cause of Picture Pioneers, and they have made outstanding contributions to the work of Picture Pioneers in Winnipeg.

Selected for special Canadian Picture Pioneers Awards for their outstanding contribution to the Pioneers and the Motion Picture Industry were Thomas S. L. Daley, Hamilton, retired Famous Players' theatre manager, and for years secretary-treasurer of the Pioneers; George Beeston, secretary-treasurer of Empire-Universal Films and long-time trustee of the Pioneers' Trust Fund; and O. J. Silverthorne, chairman of the board of censors for the Government of Ontario.

New MGM Pact For Lyons

CULVER CITY, CALIF.—MGM producer Richard E. Lyons has been signed to a new multi-picture contract, studio head Robert M. Weitman announced, with "Welcome to Hard Times" as his next project.

Crawford Illness Quiets "Hush"

HOLLYWOOD—Joan Crawford, plagued with illness since early June, entered Cedars of Lebanon Hospital for the third time in two months with a recurrence of pneumonia. Producer-director Robert Aldrich had closed down production of "Hush . . . Hush, Sweet Charlotte" at 20th Century-Fox for the second time when it appeared that Miss Crawford could not maintain a normal schedule.

Fox and Aldrich had no comment concerning whether or not Miss Crawford will be replaced. Presumably they are awaiting reports of her condition and whether she will be able to return to work soon.

Film Projectionists Reap Harvest Of $3 Million From World's Fair

NEW YORK—Between two and a half and three million dollars will be paid to more than 225 members of Operator's Local 306, IATSE, employed by exhibitors at the New York World's Fair. In addition, between $350,000 and $400,000 will be paid into the union's pension and welfare fund during the run of the Fair through 1965. This was announced by Harry Garfman, Brooklyn and Queens business representative of the union.

Contracts call for 84 hours of operation between 10 a.m. and 10 p.m. daily. The pay rate ranges from $6.00 per hour for 8mm, 16mm, and 35mm operation to $7.00 hourly for 70mm operation. Projectionists work five shifts per week, six hours per shift. Overtime is paid for at time and a half, including installation and dismantling work. Payment of 15 percent is given to the organization's Welfare and Pension Fund, and vacations are set at one week for every six months period of employment. Key men or supervisory projectionists are designated from working projectionists, they receive $7.50 per hour for 8, 16, and 35mm, and $8.50 hourly for 70mm.

Among pavillions employing members of Local 306 are General Motors, Johnson's Wax, Eastman Kodak, Festival of Gas, Chrysler, The United States Pavillion, The American Journey, A.T.&T., Electric Power and Light, I.B.M., New York State, Port of New York Authority, Transportation and Travel, DuPont, West Berlin, West Virginia, Maryland, Pakistan, Flordia, Hawaii, General Cigar, Traveler's Insurance, Continental Insurance, Amphi-Theater Water Show, Singer Bowl, Vatican, Mormon Temple, Protestant Pavilion, Thailand, Spain, Billy Graham Pavilion, United Arab Republic, New York City, Africa, Greyhound Bus Lines, New Jersey, Texas Music Hall, United Air Lines, and Better Living Center.

Garfman headed the union's negotiating committee that met with management in determining manpower needs, the types of equipment, and the manner of operation required. The work involved in this undertaking began over two years ago. Assisting Garfman were Steve D'Inzillo, N.Y. business representative; Ernest Lang, secretary-treasurer; Al Ashman, vice-president; and Max Kessler, board member and assistant to Garfman.

Cinema Lodge Fund Drive

NEW YORK—Norman Robbins, National Screen Service executive; Bernie Myerson, Loew's Theatres executive; and Jack H. Hoffberg, independent film distributor, have been named co-chairman of the 1964-1965 fund-raising drive of New York's Cinema Lodge of B'nai B'rith, which seeks the sale of 750 $25 Contribution Share Certificates, with one of the purchasers to receive a 1965 Cadillac Sedan, it was announced by Leonard Rubin, president of the Lodge.

"Send No Flowers" To Hall

NEW YORK — Universal's new romantic comedy in Technicolor, "Send Me No Flowers," starring Rock Hudson, Doris Day, and Tony Randall, will begin its New York premiere engagement in the early fall at Radio City Music Hall.

20 Paramount Features Headed For Calif. Pay-TV

LOS ANGELES—Paramount Film Distributing Corporation has concluded an agreement that licenses a group of major film productions to Subscription Television, Inc., it was announced by Sylvester L. "Pat" Weaver, Jr., president of STV.

STV is now telecasting in Los Angeles and will commence its activities in San Francisco on Aug. 14. Each film will be shown twice in an evening.

Films include: "Breakfast At Tiffany's," "Hatari!," "Roman Holiday," "Girls, Girls, Girls," "It's Only Money," "Who's Got The Action?," "A Girl Named Tamiko," "Papa's Delicate Condition," "My Six Loves," "Hud," "Gunfight At The OK Corral," "The Nutty Professor," "Donovan's Reef," "Come Blow Your Horn," "Wives And Lovers," "A New Kind Of Love," "Who's Minding The Store?," "Who's Been Sleeping In My Bed?," "All The Way Home," and "Love With The Proper Stranger."

Wallis Readies Two Pix

HOLLYWOOD—Producer Hal Wallis returned to his office at Paramount Studios, having completed an extended European production and casting survey.

Wallis immediately began preparation with director Henry Hathaway for "The Sons of Katie Elder," the producer's forthcoming big-budget all-star western for Paramount Pictures release.

Starring John Wayne and Dean Martin, "The Sons of Katie Elder" will be filmed in Technicolor. The outdoor drama marks the first western to be produced by Wallis since "Gunfight at the OK Corral," one of the producer's biggest box-office successes. Production is scheduled to start at Paramount Studios and on location in October.

Wallis also announced that he had completed preliminary production plans for "Anne of the Thousand Days," the Maxwell Anderson theatre classic which will be produced by Wallis in England on the same scale as his current "Becket."

Kids Force Policy Change—Then Picket Mich. House

MUSKEGON, MICH.—For 30 years, Oscar Kendall had operated the Our on a happy, regular-run basis. Last summer, there became evident here what is developing everywhere —a revolt and protest of youth.

Vandalism, an occasional experience at almost every house, became the order of the afternoon and evening at the Our.

Stated Kendall, "The destruction inside was wild. They (children) were slashing seats and running around. Some stayed eight and 10 hours, and when we tried to put them out they said they couldn't go home because their parents weren't there . . . There was a time when families used to come to the Our. But, until the time we changed over, parents were driving up and dumping their kids, using us as their baby sitter."

Kendall lost money 11 out of 13 weeks last summer.

His reference to "the time we changed over" refers to this spring when Kendall completely remodelled the Our and adopted a policy of only weekend engagements, programmed "art informed films," and refused admission to patrons under eighteen.

It hasn't relieved Kendall's headache. It merely moved the pain out of the house into the open.

The Our is constantly picketed by moppets. Here are samples of the signs they carry:

"Dump Adult Art Films"; "Bring Back More Tarzan and Monster Pictures"; "We Want Monster Movies"; "We Want Tarzan Instead of Liz!"

Finally, the youngsters are getting rid of their energy by circulating petitions. They begin, "We, the former patrons of the Our Theatre make this appeal to Oscar Kendall to bring back decent shows to the public.

Exhibitors' lives are not always happy ones.

Woolner Sets Canadian Deal

LOS ANGELES—Woolner Brothers Pictures has concluded arrangements with Nat Taylor, International Films of Canada, Ltd., for exclusive Canadian distribution rights to their product. Multiple runs have been set for September in Montreal, Winnipeg, and Toronto for Woolner's current combo, Edgar Allan Poe's "Castle of Blood" and "Hercules in the Haunted World."

At a recent press reception at the Savoy Hotel, London, James H. Nicholson, president, American International Pictures, announced the production by AIP of four more Edgar Allen Poe subjects. Seen, left to right, are David Deutsch, Anglo-Amalgamated Productions; William Altria, editor, Kinematograph Weekly; Elizabeth Shepherd, newcomer who plays opposite Vincent Price in "The Last Tomb Of Ligeia," now being filmed in London; and Jock MacGregor, MOTION PICTURE EXHIBITOR London correspondent.

LONDON Observations

By Jock MacGregor

THREE HOURS PRECISELY BEFORE RANGER 7 LANDED ON THE MOON, RANK'S London theatre managers were there in spirit if not in body studying Charles H. Schneer's production of H. G. Wells' "First Men in the Moon" at a special showmanship screening. In addition to the movie, they saw theatre and tv trailers and the available art. Over drinks, Columbia publicity chief Pat Williamson introduced Charles and those first men in the moon, Edward Judd and Lionel Jeffries, and what a fillip having the principles present gives such an event. With the aid of a slide projector, exploiteer Harry Pease outlined his national tieups—and what a job he has done!

It is hard to say which is the most impressive. The Sunday Citizen is sponsoring a "Trip to the Stars" contest over three weeks with an "out of this world" prize of "Four Exciting Star Studded Days in London," including visits to the Royal Film Performance, Shepperton Studios, and night spots, plus Antler luggage and spending money. The paper is backing this with 10,000 posters and 1,000,000 leaflets. Eagle, a boys' paper, is offering 100 Mach X Rockets which can zoom to 600 feet in another contest, and is promoting this with 100,000 leaflets and posters. "Showtime" is running a "spot the difference" contest, with 10 Bush transistor radios as prizes, and in a special four page newspaper to be distributed from theatres, Grundig Tape recorders are being offered in yet another contest. Still another contest is being placed in 80 provincial papers, with Ronson electric shavers as prizes. The best promotional effort on a Hoover tieup will win a Constellation vacuum cleaner for the manager concerned. The tv and press advertising campaign is aimed at 99,000,000 exposures.

Once again, Charles is giving managers £5 and £10 for exceeding targets based on business so far this year and £50 ($140) to the top man in each region. Every claim has to be backed by a comprehensive campaign. This promotional screening is to be repeated in key provincial cities. "Moon," which is packaged with Schneer's specially created support, "East of Sudan," to make a most attractive all family adventure action program, has actually opened in selected spots where holdovers are the order, and managers are receiving the bonus. What a joy it is to meet a producer who really looks for exploitation subjects and to find a distributor who gives every backing.

AMONG THE MOST SATISFYING FEATURES OF RECENT BRITISH FILMS HAVE been the refreshing performances of newcomers. Indeed, some have only been worth seeing for this reason. Kenneth Shipman's "The System" backs interesting newcomers with much more—an intriguing story line, good production values, and fine photography, and the novelty of presenting a seamy story against beautiful backgrounds instead of slag heaps. Oliver Reed proves that he has everything to carry a feature, and the girls are as attractive as they are talented, which is a rarity in British films. Jane Merrow is a sensuous miss, but it is a pity that Barbara Ferris and Julia Foster are so much of a type as to be confusing. However, that is the fault of casting and not the artists. Maybe everything is not quite so profound as the director, one time newspaperman Michael Winner, would have audiences believe, and maybe he has been influenced by too many Italian movies, but nevertheless this is his best film.

WHEN PAY TV ARRIVES IN SELECTED TRIAL AREAS, EXHIBITORS WILL BE pretty well protected. Though the law will be amended to allow cinema releases to be shown without losing Eady Levy rights, they will not be permitted on the new medium until six months after the first local showing unless earlier presentation is approved on a voluntary basis. The Board of Trade envisages a separate Eady Levy for pay tv. Many wonder if the pay tv operators will really find the crock of gold they anticipate at the base of the attenae.

ASSOCIATED BRITISH'S SIR PHILIP WARTER AND RANK'S JOHN DAVIS WELcome the government decision to refer for investigation and report the supply of films to exhibitors to the Monopolies Commission. This can clear the air for so much unjustified abuse has been hurled at the big groups, particularly by producers who have misjudged market requirements. The circuits may not be infallible, but if anything they appear to veer towards giving the benefit of the doubt. Certainly it is rare for independents to rush for any picture which they miss—I nearly wrote avoid. On the other hand, to the successful producer, the potential of a circuit release allows for the most ambitious thinking.

GIVING COLOR TO THE INDEPENDENTS' OUTLOOK WAS A DISTRIBUTOR WHO claimed that even with good reissues, the circuits have to take the lead before independents will book. A reissue package which is getting a great play is "Gun Fight at the OK Corral" and "Hell is for Heroes." It is collecting real gilt. Judging by the bookings that it is getting in London, the British Lion combo of "Taste of Honey" and "Saturday Night, Sunday Morning" is also doing very nicely, thank you. Many Rank theatres in the London suburbs are playing The Beatles' "Hard Day's Night" three times instead of the usual two on Sundays, and five against three on weekdays. A record week is anticipated. Meanwhile, the suspense is proving too much for producer Walter Shenson, and he has made for New York in readiness for the American release. I dined with him, and he has lost count of the prints being made world wide. . . . The 20 month old Prince Charles Theatre off Leicester Square will show movies by day and live shows by night. The initial program is BLC's "Cockleshell Heroes" and "Happiest Days." . . . 20th-Fox's Elmer Williams hosted a trade press lunch to introduce director John Guillermin, whom he has signed to a four picture deal following his work on George Brown's "Guns at Batasi," and scriptwriter Stanley Mann. They will work together on "Rapture," which will be shot in Normandy and will not count as quota. Concurrently shooting in Normandy will be another 20th-Fox production, "Epitaph for an Enemy," which Robert Parrish is now directing.

TV For Stay-At-Homes; Gold Urges Showmanship

KIAMESHA LAKE, N. Y.—Terming free-tv and pay-tv just "shadows on the screen," Melvin L. Gold, general sales manager of National Screen Service, told members of the Allied Theatre Owners of New York-New Jersey to quit "shadow boxing" with imitators and to resort to "Showmanship" as their "ace-in-the-hole" to build boxoffice revenue.

Gold spoke before a business session of the Allied groups' joint convention at the Concord Hotel. He demonstrated Cinemotion, NSS' new animated theatre display service, and told exhibitors that this was just one of the many startling innovations in showmanship aids being developed by NSS.

He pointed out that free-tv and pay-tv had one thing in common; in that they appeal only to the stay-at-homes, whereas theatre entertainment appeals to the gregarious nature of the individual.

"The papers have been filled," he declared, "with figures regarding population expansion, the increase in leisure time created by automation, and other factors that indicate there is an ever-increasing growth in the potential entertainment-seeking audience, and the need for this audience to fill their leisure time." He added that it was difficult to believe that all of this leisure time would be expanded in the home, and pointed out that whereas television had stolen the motion picture's birthright in the dissemination of entertainment on the screen . . . motion picture theatres can still provide entertainment in a bigger and better fashion on the giant theatre screen.

Gold warned the exhibitors present not to let competitive forms of entertainment steal their most important copyright—"Showmanship"; and urged them to return to more exciting lobbies and fronts as a means of stimulating renewed interest in motion picture theatre entertainment.

Assisting Gold was Julius Fine, NSS New York branch manager.

The finest carbons ever made...

NATIONAL
TRADE MARK

PROJECTOR CARBONS

The NEW YORK Scene

By Mel Konecoff

EVER SINCE JOE LEVINE HAS TAKEN TO RENTING a 96-foot yacht, the number of press luncheons have declined, or at least so our calendar sez, because he admitted to us that it's pretty expensive to run this type of operation, which he loves. He did get around though to hosting a luncheon last week to formally launch Embassy Pictures' new television program, for which a minimum of $20 million has been allocated on new shows, including the production of, initially, five 60-minute and 30-minute shows; the commissioning and acquisition of one-hour specials; and an animated cartoon series.

He reported that his company has grossed more than six million dollars from television operations since entering that field 18 months ago. Said he, "Initially, the alliance of motion pictures and television was based on economic necessity, Television needed programming. Hollywood had it in its extensive feature film libraries. As a natural extension of this mutual supply and demand, Hollywood moved into the production of film programs specifically designed for television. Now, we at Embassy, for one, are ready to innovate tv entertainment."

Levine discounted any adverse exhibitor reaction to his announced plans, and even if there is any, he will still proceed on the theory that this is the right move. He felt that exhibitors would move in a similar direction if they were in his place. He also wryly noted that most distribution and production companies wouldn't be in business today were it not for the monies they earned from the sale of their feature backlogs to tv.

Embassy, he stated, stands ready to give networks and sponsors the same type of aggressive showmanship that it now gives to theatre customers. He announced the names of the five series—"Hercules," which will star former screen Tarzan Gordon Scott; "Steptoe and Son," "Casanova," "D'Artagnan," and "The Adventuress." The cartoon series is titled "Dodo" and will be made in six-minute releases by Halas and Batchelor in England. All will be in color excepting "Steptoe and Son," which will be filmed in Hollywood in black and white.

Color, which is gaining increased importance in station programming around the country, will be emphasized in the new productions. At present, color constitutes almost 75 per cent of the current tv catalog of the company, and 58 of the 80 features are being offered for telecasting in color. Over 100 stations now telecast in color, and next year that number will be doubled, he felt.

Of the six million grossed by the tv activities, almost $3,500,000 came from the initial library of 35 feature films, of which nine have not yet been televised. The "Sons of Hercules" series, in only six months, has grossed $1,250,000 in sales. In less than four months, "The Adventure 26" series has grossed $1,500,000 in sales. To date, Embassy has sold 98 stations covering 102 markets.

IT'S A BEATLE WORLD: EVERYTHING WAS sweetness and light the other morning up in the United Artists board room as company executives kept giving each other credit for recognizing the talents of the Beatles, following through on the making of the film starring same, "A Hard Day's Night," and merchandising same and its by-products in such fashion as to give the company one of its bigger money-makers.

The occasion was the arrival of producer Walter Shenson, in town from England to discuss the film with anyone who would listen. Executive vice-president Arnold Picker lauded Shenson for his part in making the film, calling it a "great" and "exciting" movie that will bring in tremendous revenue.

Shenson was pleased with UA for leaving him and his associates, director Richard Lester and writer Alun Owen, alone during the filming. They knew what they were doing, and during the making, UA execs didn't express an opinion but rather were pleased with the film when it was finished. According to Picker, this release will have more prints than any in history, figuring over 800 for the U.S. alone, 170 for England, 70 for Germany, etc. He thought it even stood a chance to break through the Iron Curtain since the British foreign office is talking about exchanging this and others with Czechoslovakia in a forthcoming film exposition deal.

Shenson reported that there was an eight-week shooting schedule on the Beatle film, and it was intimated that the total budget was in the area of $750,000. It took another eight weeks to ready it for a fast opening, with the whole project consuming less than a year from the time of inception to the time of mass playoff. It has been playing in England in one theatre, and the first answer print was rushed to Hong Kong for a fast date, which presumably amounted to a test. The idea to sell tickets in advance has thus far been tried in 100 theatres, and it has 300,000 to 350,000 dollars in advance sales, which is a drop in the proverbial market since the smaller situations have yet to be booked.

Picker recalled how exciting he was when he saw a rough cut in London, and how he went out on a limb when he talked to his associates. They called him back to make sure he wasn't just talking for effect. Everywhere he traveled, the Beatles were known, even in Moscow. Their next film will probably get under way next February, but Shenson, again its producer, doesn't know what the story line will be or whether it will be in color.

How did it all start? When they were here for a series of personal appearances a year back, UA execs thought that they had possibilities. Arnold Picker took seconds to make up his mind to sign them for a film since UA wanted to make a British musical anyway. Shenson was recommended as producer, and he talked to London production head Bud Ornstein. Shenson was away from England for several months and didn't know what The Beatles were. He decided a low budget film was in order, which could make its cost back in England alone, and then talked to manager Brian Epstein. The latter liked Shenson and introduced them to the singers in a cab. He thought he was in the middle of a Marx Bros. film. They discussed the film. The boys liked the idea of a comedy and signed with Shenson, and the rest will be film history when the picture starts its playoff.

"Fail Safe" Leads Entries Into N. Y. Film Festival

NEW YORK — "Fail Safe," the Max E. Youngstein-Sidney Lumet production for Columbia release based on the controversial best-selling novel by Eugene Burdick and Harvey Wheeler, has become the first American film to be selected for showing at the second New York Film Festival.

The festival, which will be held Sept. 14-26 at Philharmonic Hall at the Lincoln Center for the Performing Arts, is devoted to the presentation of outstanding films by the finest international film-makers.

The first seven films selected for exhibition were announced by Amos Vogel, festival director. The nations represented are U. S., Russia, Great Britain, Italy, Sweden, France, and Japan.

Russia's offering in this year of Shakespeare celebration is Grigori Kozintsev's version of "Hamlet," starring the leading Soviet stage actor, Innokenti Smoktunovski, and featuring an original musical score by Dimitri Shostakovich.

From Great Britain there is the just-completed drama, "King and Country," directed by American-born Joseph Losey, who provided last year's festival with one of its top attractions, "The Servant."

Italy will be represented by the 1963 Venice Grand Prix winner, "Hands Over the City," (Le Mani Sulla Citta), Francesco Rosi's realistic film about the corrupting struggle for power in the arena of local government.

Sweden presents "To Love (Att Alska), a second feature film of Jorn Donner, a 31-year-old film critic and protege of Ingmar Bergman.

France participates with the new Jean-Luc Godard feature, "Gang of Outsiders" (Bande A Part).

Japan's entry is "The Taira Clan" (Shin Heike Monogatari), a samurai spectacle by the late Kenji Mizoguchi ("Ugetsu").

UA Declares Stock Dividend

NEW YORK—The board of directors of United Artists Corporation, in accordance with the policy announced last year, declared its 2½ per cent semi-annual common stock dividend on its common stock and class B common stock, payable in common stock on Oct. 27 to all stockholders of record at the close of business on Sept. 11.

The declared dividend will entitle each stockholder to one share of common stock for every 40 shares held. Record stockholders will be given ample opportunity to apply their fractional share interests toward the purchase of a full share in accordance with an official notice to be mailed in due course.

ART FILMS—

(Continued from page 11)

as he is doing and has done in other affiliations.

Said Peppercorn, a successful import can get 5,000 to 10,000 bookings in today's market, and he opined that there were more art patrons available for the successful pictures than ever before. The successful films come in all sizes and expense categories, and you can't insure a film's success by budget size alone. It must contain entertainment, and it must be marketed intelligently as well as economically.

ALBANY

A morning seminar of "Hamlet" showmen will be held by Warner Brothers at the uptown Madison on August 13 in preparation for Theatro's exhibition of the current New York production at 21 houses of the Albany exchange district on Sept. 23-24. A trailer made by star Richard Burton to be used as a cross-plug; a discussion of techniques to promote the production led by Floyd Fitzsimmons, field representative from Boston; and distribution of a "Hamlet" kit will feature the 90-minute meeting. . . . The local United Artists office became a sub-branch of the Buffalo exchange, instead of the New York City exchange. . . . D. G. Letto has replaced Leon Weston as a salesman for United Artists. Letto, one-time portfolio carrier for Allied Artists in Buffalo, spent several days conferring with Ken Reuter, UA Buffalo manager, before coming here with him to assume local duties. Weston, who worked for National Screen Service in New York State and Connecticut before joining UA, expected to affiliate with another distributor. . . . Sara-Pla Drive-In, between Saranac Lake and Lake Placid, is again being operated by Ernie Stautner, famed lineman of Pittsburgh National Football League team, and Ed Hoffman, his brother-in-law. . . . "Free Vacation Movies" for children are presented Wednesday afternoons at Schine's Pontiac, Saranac Lake, under auspices of merchants promoting a "Shop In Saranac Lake" campaign. In Glens Falls, a "We Like Kids" area merchants association offers a weekly matinee at Schine's Rialto for youngsters, whose parents may obtain tickets at listed stores. . . . Advanced seat sales drives have been conducted by theatres booking UA's Beatle feature, "A Hard Day's Night." . . . Bill With, Palace manager, and wife, spent a fortnight at Old Orchid, Maine. . . . Fabian's Palace, Albany, made a five-day tieup with The Knickerbocker News under which the paper published two scenes daily from some of the 17 previous films that had starred Debbie Reynolds, topping the cast in "The Unsinkable Molly Brown." Contestants were required to identify the picture from which the scenes had been taken and to name Miss Reynolds' co-star in each. Manager William With arranged the promotion. He also set up an attractive window display on "The Unsinkable Molly Brown" in the Harper Music Store, two blocks from the theatre.

BOSTON

Davis Film Distributors announced that 61 theatres in upstate New York territories are scheduled to break with "The Magic Fountain" late in September. All of the leading circuits, including Loew's Fabian, Dipson, and Brandt, have scheduled it, to be backed by an extensive television and promotional campaign, Stan Davis reported. . . . Fred Zinnemann, producer-director of Columbia Pictures' "Behold A Pale Horse," was in for a press luncheon at the Hotel Sheraton Plaza. John Markle, Columbia Boston branch representative, set up press, radio, and television interviews for the producers. "Behold A Pale Horse" opens for its New England premiere at the Gary on Aug. 26.

BUFFALO

In May, youthful hooligans caused so much trouble for the New Family, Mt. Morris, N. Y., that manager Angia Scura decided to close the house. Now, Scura, following continued requests from patrons and community groups, has decided to try again. He reopened the New Family Friday through Mondays only. . . . Bingo games returned a net profit of $1,120,000 for Erie county for Oct. 1, 1963, to March 31, according to a report issued by Ira M. Ball, State Bingo Control Commission chairman. . . . "Circus World" opened at Loew's Teck which pioneered Cinerama in Buffalo several years ago. . . . Michael Ellis, Jr., past chief barker of Tent 7, Variety Club of Buffalo, and co-chairman of the recent Variety convention in Buffalo, was moderator on one of the tv series on intergroup relations in Buffalo, under the subject of "Religious Discrimination on the Niagara Frontier—Is There Still a Problem?" . . . Forman's department store in Rochester has bought the opening night performance of the Warner Bros. production of "My Fair Lady," Dec. 23 at Schine's Riviera. Forman's store is offering first-night tickets to its customers at $7.50 top, with proceeds going to the Civic Music Association in Kodak Town. . . . Buffalo's new ordinance licensing vending machines interferes with "free enterprise," counsel for vendors claimed in Supreme Court. "Buffalo is preventing competition and creating a monopoly," said attorney Charles M. McCabe, who represents 15 coin-operated vending machine firms. Justice Frank J. Kronenberg has reserved decision on McCabe's plea to invalidate the ordinance.

CHARLOTTE

Stereophonic equipment valued at more than $200 was stolen from the Ambassador, Raleigh, N. C. Manager Irving Stone said a microphone, two amplifiers, and a turntable were taken from behind the stage, and also that about $5 in change was taken from a drink vending machine in the lobby. . . . Mobs of youngsters turned out at Charlotte when tickets went on sale for a preview at three theatres of the Beatles' film, "A Long Day's Night." The tickets went on sale at 10 a.m., at three W. T. Grant stores, and at one store, two teenage boys spent the night camped outside in order to be first in line.

CHICAGO

Mrs. Julia Mae Small, 76, former Skokie, Ill., resident, died in Pompana Beach, Fla. She and her husband, Joseph N., a retired Chicago projectionist, had lived there for years. . . . Chicago's Censor Board reviewed 61 movies during June, of which three were rejected, three were labeled "adults only," and one cut was ordered. The films reviewed included 26 foreign. . . . The balcony of the Chicago has opened for the first time this year to handle record breaking crowds attending the showing of "The Carpetbaggers." . . . Ralph Wehlberg named general manager of E. Wagner Sign Service. He succeeds W. F. Jacobsen, well known to the theatre trade throughout the country, who retired after 35 years of service to the company. . . . Mrs. Bernadette T. Hunt, director of the Chicago Cinema Club, passed away at the Lutheran hospital, Park Ridge, Ill. . . . American Air Lines begin their Astrovision film service for patrons of their Los Angeles flights from Chicago. . . . The Dundale Drive-In has embarked upon a policy of bidding for top film productions to be played simultaneously with, or immediately following their loop bookings. . . . "The New Interns," first world film premiere of the year here, opened at the State-Lake. Stefanie Powers, Michael Callan,

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and others in the film arrived for pre-premiere press activities. . . . Robert Taylor was a recent visitor to boost his latest film, "A House Is not a Home," opening at the Oriental Aug. 21. . . . John Bogardus of the Ambassador Hotels' christened a suite "Debbie Reynolds" in honor of her recent arrival in behalf of "The Unsinkable Molly Brown," playing at the Palace. MGM executives gave Miss Reynolds a reception at the Ambassador West Hotel.

CINCINNATI

Congratulations to Bob Horton, Hollywood manager, for winning first prize in an area contest for MGM's "How the West Was Won." . . . The couple who won a trip to Denmark in the Keith contest for "Man's Favorite Sport" have returned, enthusiastic about the country and the excitement of the trip. . . . Jerry Jackson, Mt. Holly, O., exhibitor, is doing his own booking and buying. . . . Michael Callan and Greg Morris, cast members in "The New Interns," were in for press and radio-tv interviews to promote the film opening at the Valley. . . . Peggy Rebhan, secretary to Al Kolkmeyer, Universal manager, and Jack Quigley, 20th-Fox salesman, have announced their engagement. . . . For the past several weeks patrons have been blocking the Albee lobby in their efforts to open a Mosler safe which contains prizes in the promotion of "Marnie."

COLUMBUS, O.

Loew's Ohio held "The Unsinkable Molly Brown" for a second week after one of the biggest first weeks at the State street showshop since World War II. . . . Academy-Neth's State, opposite Ohio State University, will present the Richard Burton production of "Hamlet" Sept. 23 and 24, along with RKO Palace. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, reported that none of the 15 Ohio cities and towns in which he has spoken against community antenna systems since January has approved CATV.

DALLAS

Bob White, manager, Majestic, estimated that some 1,500 buyers, mostly youngsters, were in line when ticket sales started for The Beatles' first movie, "A Hard Day's Night," for the showing on Aug. 1. Tickets were priced at $1. . . . Marriage ceremonies were held at St. Luke's Church for Jean Elizabeth Rowley and John A. Treadwell. The bride is the daughter of Mr. and Mrs. John H. Rowley, head of Rowley United Theatres. . . . Ed De Berry, southeastern regional manager for Paramount, was in for a series of meetings. . . . Stefanie Powers is scheduled to visit Dallas in behalf of the release of "The New Interns."

DENVER

A "For Sale" sign has replaced the attraction announcement on the marquee of the Sunset Drive-In, Bridgeport, Nebr., now that the place is closed and is up for sale. . . . Downtown Denver theatres are combining their efforts in a new tv program called "Denver, Hollywood, and You," a half hour live show featuring available film personalities, film clips, and general news on current shows and coming films. . . . John and Margarite Burton, owners, Nile, Mitchell, Nebr., are going to stay closer to their work—they are building an apartment in the theatre building. . . . A beautifully decorated recreation room is being added to the New Roxy, Hemmingford, Nebr., right off the lobby.

Some changes have been made in the personnel of Fox Intermountain Theatres, Inc. Ed Doty, manager at Pocatello, Ida., has been transferred to Great Falls, Mont.; Dale Kutterer has been moved from Provo, Utah, to Pocatello; John Taylor, who was at the Fox Aurora here, is replacing Kutterer at Provo; and Wilfred C. Ryan has been made temporary manager of the Fox, Aurora. . . . Bill Hobson, former Denverite and well known on Film Row, now located in Los Angeles, was in Denver recently. . . . Herbert Gumper, Frontier Drive-In, Center, Colo., and the Roundup Drive-In, La Jara, Colo., died of a heart attack. The 54-year-old theatre man is survived by his wife, a son, and three grandchildren. . . . The 75¢ special breakfast show of "Marnie" put on by Bill Hastings at 7 a.m. opening day of the film at the RKO International 70 was almost sold out. They ran out of food three times, but managed each time to get replenishments in time to meet the steadily growing crowd of early risers. . . . Bruce Marshall, Columbia salesman and recently elected national president of the union, was in Kentucky for the meeting of the Coliseum of Motion Picture Salesmen. . . . A new home is being constructed by George Fisher, branch manager of MGM, in the southwest section of Denver. . . . Norman Nielsen, manager of the Cooper Cinerama in Denver was a happy man. "How the West Was Won" just went over the top at one million dollars gross since its opening 73 weeks ago. Its the biggest grosser, the longest run, and was seen by more people than any film ever in Denver. . . . Harold Rice, who hasn't been seen on Film Row much since he retired as city manager of Fox Theatres here, was visiting with old friends and renewing acquaintances. . . . George W. Tucker, son of the late George Tucker, Albuquerque Theatres was married to Donna Collini in Colorado Springs. . . . The Aztec, Aztec, New Mexico, has been closed.

DETROIT

Victim of the recent severe Michigan storms was the Dai-Roy, Mio, Mich., which accommodated 250 cars. So extensive is the damage, which included blowing over the tower, that it will not be reopened—at least this season. The tornado struck at 3:00 a.m. when the airer was closed, so there were no injuries. It was named after its owner, Roy Whitney, and his wife Daisy. . . . The stunt didn't actually backfire but it created quite an unexpected furore. Mike Callan and Greg Morris arrived at Metropolitan Airport to whip up business for "The New Interns," opening at 30 theatres and drive-ins. Exploitation was on the ball and had waiting a simulated ambulance (which Callan remarked "looked more like a hearse than an ambulance") to whisk them on stretchers from planeside to the Sheraton Cadillac Hotel. Bystanders mistook this for the real thing. One woman ran up to inquire "How badly are they hurt?" Later, referring to the prop "ambulance," Callan suggested signs be put on it reading, "If we can't save ya, we'll bury ya."

HOUSTON

The authority of the Houston tax assessor-collector to censor indecent movies and other types of entertainment does not extend to books or other publications. This was the legal opinion furnished to Buford Rodgers, tax assessor-collector, by city attorney John Wildenthal. A request had been made to the city council by Jerry Sharp, an East End civic leader, that the sale of the book, "The Carpetbaggers," be banned in Houston as obscene. The opinion, written by Edward Cazares, first assistant attorney, advised the tax assessor-collector to refer any obscene literature complaints to the police or the district attorney. . . . Seats for the advance showing of "A Hard Day's Night" went on sale for the Metropolitan on Aug. 8. By noon, teen-agers had snapped up about 1,700 tickets. . . . Attendance is surpassing last year according to reports from Al Lever, city manager of Interstate Theatres, and Homer McCallon, manager of Loew's State.

JACKSONVILLE

Wometco Enterprises, Inc., has announced they will build a 1,400-seat theatre in the Crossroads Shopping Center Complex in St. Petersburg. Construction is expected to start by October with an early 1965 opening date schedule, according to the local representative of Food Fair Properties, Inc., the center developer. . . . Florida State Theatres has proposed construction of a 1,000-seat theatre in the Central Plaza Shopping Center, St. Petersburgh, for early 1965. . . . Services were held in St. Petersburgh for David Rosenbaum, 62, owner, Palms Outdoor Theatre in Pinellas Park. . . . Harry Botwick, southeast division manager, Florida State Theatre, and W. D. Horvitz, president, Hollywood Mall, Inc. (Hollywood, Fla.) jointly announced the construction of a new theatre in the Hollywood Mall regional shopping complex. It will replace the downtown Florida, destroyed by fire last January. Plans for the new theatre are being drawn by Robert Collins, architect. Estimated cost of the new building is $300,000, with 900 seats projected. It will be built by Hollywood Mall, Inc., and leased to FST for 20 years at an undisclosed figure. An early 1965 completion date has been set. Eventual use of the now-cleared downtown Hollywood Blvd. property, where the Florida once was, will be determined by FST's real estate and legal divisions, Botwick stated. . . . Robert Douglass is now student assistant, Gateway, Ft. Lauderdale. . . . "Dull GOP-TV Sends Miamians To Movies" was the front-page headline of the Miami News, calling attention to the fact that Miamians were flocking to their neighborhood theatres because there was nothing on tv except the Republican convention. Gordon Spradley, Miami, was quoted, "If we could find a way to get something like this on television every night, we'd really be in business." Spradley and most other managers interviewed said moviegoers were turning out in droves and credited the lines to the dull tv fare,, as well as an exceptionally fine selection of films on hand. . . . Kitty Dowell, WOMPI president, has announced the following committee chairman for the coming year: Mary Hart as chairman of three committees, program, finance and monthly bulletin; Mildred Land, membership; Joyce Malmborg, extension; Ida Belle Levey, Service; Anne Dillon, publicity; Betty Healy, Will Rogers solicitations; and Jackie Capps and Sunny Greenwood, co-chairmen of the social committee. . . . WOMPI members have already made train reservations for a WOMPI coach which will carry them to the St. Louis convention the afternoon of Sept. 15. . . . Crippled children of the Jacksonville area have entered a contest to give an official name to the Motion

Picture Charity Club's Handicapped Children's Park, it was announced by Tom Sawyer, MPCC president, and Harvey Garland, head of MPCC's Crippled Children's Foundation. The contest is being conducted by Mrs. Diane Cooper, park director.

MIAMI, FLA.

Miami houses showing movies for the Latin population were quick to slap their own embargo on imports of films from Mexico, following that country's vote against OAS sanctions and censure aimed at the Castro Cuban regime. Radio Centro, the Tower and Tivoli Theatres immediately cancelled all bookings of movies from Mexico. Beatrice Alexander, Radio Centro owner, announced her decision from the stage of the theatre and was greeted with cheers and applause from her predominantly Cuban audience. Jose' Smith, Tower manager, recommended cancellation of the Mexican imports to the Wometco booking office. Charles Walder, Tivoli, took similar action. It was announced that these theatres will depend upon a supply of films from Argentina, Spain, and American films with Spanish sub-titles. . . . Miami's four Spanish theatres were featured in a full-page article in the Sunday Miami News. Herb Kelly, News amusements editor, called attention to the fact that the estimated 75,000 to 100,000 Cuban population has carried over their favorite Sunday afternoon Cuban recreation to this country: going to the movies. Managers of the Tivoli, Radio Centro, Tower, and Strand say that their patrons do not go for dubbed films. They want American pictures with Spanish sub-titles, in addition to the imports from Argentina, Spain, and Mexico. . . . It was reported locally that the first action brought in South Carolina under the new Civil Rights act was filed against two Orangeburg theatres, the Edisto and Carolina.

NEW HAVEN-HARTFORD

Ronald Wolhberg, assistant manager, downtown E. M. Loew's, Hartford, for the past six months, has resigned to begin cantorial school studies. . . . Acquisition of recent Universal and 20th-Fox releases now gives WHCT-TV (channel 18), America's first over-the-air subscription tv experiment, working agreements with all major distributors for subsequent-run product. The RKO General-owned television station can play film from 15 to 18 days after downtown Hartford first-run. . . . Helen Tolis, daughter of Paul Tolis, owner of the Meriden, Meriden, and Newington, Newington, and Mrs. Tolis, was married to Frank Simon at the Greek Orthodox Church in New Britain. . . . Edward P. Lord, veteran eastern Connecticut exhibitor, reopened the long-shuttered Palace, Norwich, with reduced price plan and family film fare. The theatre, owned by Palace Theatre Corporation of that city, had been operated for many years by Stanley Warner Theatres and predecessor organization, Warner Bros. Theatres. . . . Herbert Netke, president of Front Drive-In Theatres, Inc., new owners of the 1,000-capacity suburban Berlin Drive-In, has designated Brooks LeWitt, a former partner in the Berlin Drive-In, as resident manager. LeWitt and Lakeside Realty associates some weeks ago sold the theatre to Netke for $425,000. . . . Leonard Sampson and Robert Spodick's Nutmeg Theatre Circuit has opened another hard-top, the 589-seat Wilton Cinema, in a shopping center at downstate Nutmeg, bringing to seven the number of Nutmeg theatres. Newly-constructed Wilton is managed by Peter Kirby, newly-shifted from County Cinema, Fairfield. Replacing him at Fairfield is Lou Jacobson, who had managed the American, Bridgeport, for 15 years. Sampson and Spodick will build a 700 to 900-seat capacity theatre in the Amity shopping center, New Haven, later in the year.

Councilman Paul D'Ortona, in a gesture symbolic of Philadelphia's hospitality, presented Debbie Reynolds with a bouquet of roses on her recent visit on her nationwide barnstorming tour in behalf of MGM's "The Unsinkable Molly Brown."

NEW ORLEANS

Rudy Simoneaux is the new owner of the Arcade, Patterson, La., formerly operated by Aubrey Lasseigne, who now has the C-Wall Theatre, Morgan City, La., acquired from Mickey Versen. . . . George Conrad reopened the Dixie, Thibodaux, La., which was closed for a few weeks. . . . Stanley Graham shuttered the Ritz, Lucedale, Miss. . . . Mrs. A. C. Black closed the Star, Leaksville, Miss. . . . Mrs. Connie Aufdemorte returned to Don Kay Enterprises as a part time bookkeeper handling the work done by Mrs. Gloria Barefoot, resigned. . . . Bettye Browne, formerly with Richards Center, has returned after being away two years and is now in the payroll department. . . . The daughter of Mrs. France Mires, switchboard operator at Richards Center, was recently married to John Apple. . . . E. E. Shinn, Paramount's senior salesman, spent part of his vacation at the IATSE convention in Louisville, Ky. He is national treasurer of the Coloseum of Motion Picture Salesman. . . . Hazel Blanchard, former Toger Theatre staffer, is pinchhitting for Karl Williams, manager, Pitt, who is subbing for Mabel Alexander at the Dalton, Baton Rouge, while she is on vacation. . . . The Martin Cinerama was held up and robbed of an estimated $5,200 with the armed men making their escape. . . . Three white men were arrested for conspiring to violate the new Civil Rights Law at Greenwood, Miss., where they allegedly threatened to beat a negro, who entered the LeFlore Theatre. . . . Roslyn Aleman, 20th-Fox boxoffice clerk, and Roy Hardin have set August 29 as their wedding day. . . . The local WOMPI held a special membership meeting at the Variety Club to discuss plans for the annual convention of the International Association of WOMPI to be held in St. Louis on Sept. 10-14. . . . Variety Club Tent 45 New Orleans reported a sell-out for the premiere of "Circus World" at the Martin, New Orleans' Cinerama Theatre. Proceeds went to the Heart Fund, which recently presented a new station wagon to the Crippled Children's Hospital. . . . The Osage, Plaquemine, La., has closed with reports circulating that management had shuttered due to the segregation movement. . . . Cinema Distributors of America, whose home office is in Mobile, Ala., has established a New York City office and will centralize its functions there. Their new film, "The Fat Black Pussy Cat," will have its area premiere in 15 theatres on August 6. . . . Patricia Greer is the new telephone operator at Gulf States Theatres' home office. She succeeds Alexis Busby, who after her marriage to Price Burdine has moved to Jackson, Miss., where he is an interne in the hospital there. . . . Mr. and Mrs. Barbee, Mobile, Ala., became the parents of a boy July 10. She is secretary at Cinema Distributors of America. . . . The Dixie, Thibodaux, La., reopened. . . . Stanley Graham shuttered the Ritz, Lucedale, Miss.

PHILADELPHIA

William G. Mansell, Warners branch manager, held a seminar of "Hamlet" showmen at the Vine Street Screening Room and gave a preview of the special "Hamlet" ad kit; and showed the trailer Richard Burton made for the Electrovision feature. . . . Fanny Altman, wife of Abe Altman, retired exhibitor of Green and Altman, died. She was the mother of Dave Altman, son-in-law of Benny Harris. . . . Bernard L. Sackett, Wayne Avenue Playhouse, and Irving Arthur have opened "Nickleodeon Nights," Sackett's novelty of silent movies, at the Little Fox Theatre, on Bleeker Street, New York City. . . . Richard A. Fox will open on August 21 Berks County's new theatre, the Fox, at Muhlenberg Shopping Center. Paul Angstadt will manage and the opening attraction is Paramount's "Fall Of The Roman Empire." Fox also operates drive-ins at Reading, Mt. Penn, and Sinking Springs, Pa. . . . William Yurasko, Sanley Warner film buyer in the Newark, N. J., zone, resigned. He will announce his new affiliation shortly. . . . The Paramount exchange is working hard to garner some of the prize money in the drive honoring new president George Weltner. All bookings will be appreciated. . . . Charles Beilan, last with Boxoffice Attractions, is now buying and booking for the Hamid Theatres, Atlantic City, N. J.

PROVIDENCE, R. I.

The Art Cinema, popular Lockwood and Gordon art situation, shuttered for the summer months. For the past two summers, the Art has remained open, but a lack of suitable foreign product was blamed for this summer's closing. It is expected the Art will reopen, after extensive renovations, shortly following the vacation season. . . . "The Voice," as she is familiarly known to thousands of Rhode Islanders for her sultry recorded messages, announcing attractions and time schedules at the Art Cinema, Esther Earnhardt, chief cashier, was recently guest of honor at a party planned and staged by G. Fred Aiken, managing director of the Broad street art "palace." Mrs. Earnhardt is the recent bride of Chief Petty Officer David Earnhardt of the U. S. carrier Lake Champlain. . . . Many local houses and drive-ins are holding the annual "Jimmy Fund" collection for the benefit of cancer research and treatment among children. Recently, a kick-off luncheon was held in Boston, well attended by local theatremen, followed by an afternoon of baseball as guests of the Boston Red Sox at Fenway Park. . . . "It's A Mad, Mad, Mad, Mad World" is heading into a record-breaking sixth month at Cinerama, with many performances being complete sell-outs. . . . Seek-

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ing to keep live entertainment available in this city, the RKO Albee is bringing in Duke Ellington and his orchestra for a one-night engagement July 30th, while Loew's State announces the personal appearance of The Four Seasons (America's answer to The Beatles) on Aug. 30. . . . Apparently, shortage of product is being felt in some local quarters. The Stanley Warner Majestic, one of only four downtown first-runs, is sharing exclusive first-run engagements with the Shipyard Drive-In. Most recent co-billing was "Robin and the 7 Hoods." Loew's State, another downtown first-run house, has shared the same situation with the Lonsdale Drive-In in the past. . . . "Cleopatra" has hit the screens of some of the surrounding open-airers.

SALT LAKE CITY

Robert Redford, whose "Barefoot in the Park" is a top attraction on Broadway, is vacationing at his Utah home. . . . The Salt Lake City Lyric has inaugurated a weekly "Free Kids Show," according to manager Michael Pilaris, where prizes are offered and stage presentations are added to the youngster's movie fare. This is a tieup with local Coca-Cola dealers, with free tickets being obtainable in "every carton." . . . Continuance of Cinerama films has been assured here with the announcement that "The Hallelujah Trail" will be made in the wide screen, full-depth process. Questions had been raised as to what would happen to the highly popular Cinerama (with the Villa outlet in Salt Lake) after "The Greatest Story Ever Told." That was the last until the announcement about "Hallelujah Trail," and Cinerama has gained a new lease on life. Sid Page is manager of the Villa.

SAN ANTONIO

Russell Barron, Independent Theatre Supply Co., is recuperating from another operation. Mr. and Mrs. Barron wish to thank their many friends and customers for their cooperation. Miss Terry Ramirez, office assistant, is due credit for the job she performed during the illness of Barron. . . . Kay Coleman, local teacher, who recently appeared in the motion picture "Four For Texas" in a bit part, is appearing in "Tunnel of Love" at the Peninsula Playhouse, New Braunfels, Tex. . . . Horacio Ortiz was in from Mexico to purchase equipment for his new Rio Bravo from the Independent Theatre Supply Co. . . . Some local teen-agers were determined to get tickets for the Aug. 8 premiere of the Beatles' first movie, "A Hard Day's Night." There were 14 girls and six boys camped out at the Texas about 11 p.m. Friday waiting to purchase tickets which went on sale at 10 a.m. Saturday. Tickets were also sold at the Woodlawn, Laurel, and Josephine.

SEATTLE

James B. Mooney has been transferred to head the San Francisco exchange of Universal. His former post here as Seattle branch manager will be filled by Russell Brown, manager of the Portland office. . . . Dean Saffle, 14-year-old son of the Bud (M.W.) Saffles, was on the east coast attending the National Boy Scout Jamboree at Valley Forge. . . . Funeral services were held for Joseph Frank Hreha, 61, head electrician for many years with Sterling Theatres. Immediate survivors are his wife and a daughter. . . . "My Fair Lady" is scheduled for showings at the Music Box, beginning Nov. 18. The film will run matinee and evening performances on a road show basis. . . . The Beatles' first movie, "A Hard Day's Night," will open Aug. 12 at the Paramount. They will make a one-night personal appearance at the Coliseum on Aug. 21, being presented by Northwest Releasing Company. The show was sold out six weeks ago—all 14,500 seats.

WASHINGTON

The Trans-Lux Corporation has named Byron R. Linn director of its Washington operations, which includes the Trans Lux, Plaza, and Playhouse theatres, the latter of which will serve as his headquarters. Linn joins Trans Lux after serving as vice-president of the Comerford Circuit. . . . Over 32 theatres in the metropolitan area have signed up for the showing of "Hamlet," starring Richard Burton. Showings will be held both afternoons and evenings of Sept. 23 and 24. The Metropolitan will be the downtown showcase for this novel film booking. Neighborhood showcases include the Silver, Bethesda, Virginia, Byrd, and the State. There will also be 26 other showings scattered throughout Maryland and Virginia. . . . Irving Blumberg, advertising representative for Warner Brothers; Frank La Falce, director of advertising and publicity for Stanley Warner; and Dave Judson, national advertising director, Warner Brothers, met in Washington to map out plans for one of the most unique campaigns ever given to a motion picture. They are working on "My Fair Lady" and have received numerous art and news breaks from the local press. Highlight of their campaign is a "My Fair Lady Fall Fashion Show" with the exclusive Julius Garfinckel department store. . . . Jack Foxe, Metro Goldwyn Mayer publicity representative, was guest head speaker at the Virginia Motion Picture Theatre Owners Convention at the Cavalier Hotel, Virginia Beach. Over 250 members and guests from five states heard Foxe speak about forthcoming product and the upbeat trend in the business.

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Supply Dealer Issue

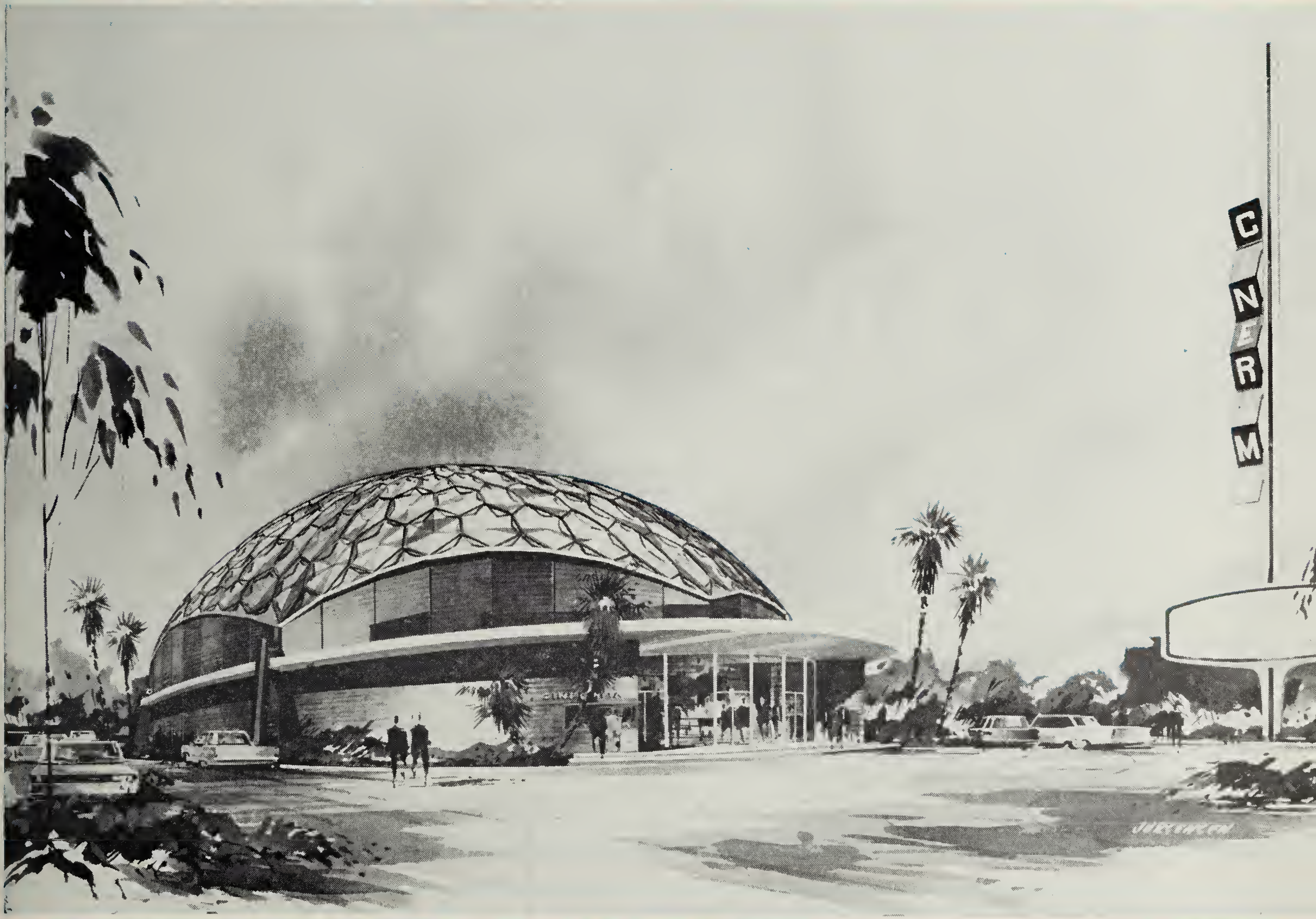
NTS—A Study In Growth *Page PE-4*

Strong Dealers Association *Page PE-6*

Popcorn—"A Movie Star" *Page PE-8*

Fox Rossmoor Opens *Page PE-10*

PHYSICAL THEATRE • EXTRA PROFITS

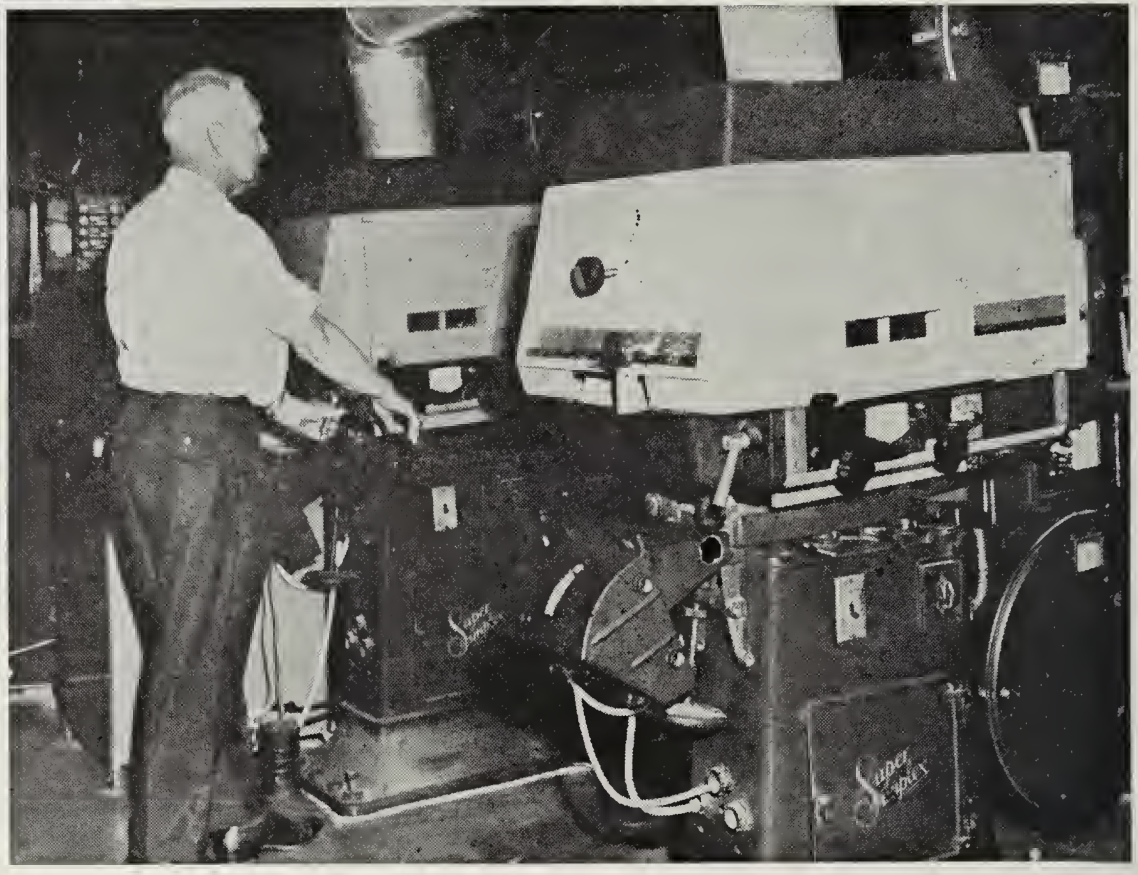


COVER PHOTO • New aluminum geodesic dome theatre set for Las Vegas will be built to Cinerama specifications for Nace Theatres, owners. Early autumn opening is contemplated for unique structure.

Volume 19 Number 8
August 12, 1964

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

THE LIGHT METER PROVED IT!



BEN HUR DRIVE-IN THEATRE CRAWFORDSVILLE, INDIANA

Strong Futura Projection Lamps Deliver

4 TIMES THE LIGHT

—says Trueman T. Rembusch, one whom should know

We recently installed Strong Futura II Lamps and Bi-Powr Rectifiers in our Ben Hur Drive-In Theatre at Crawfordsville, Indiana.

Light meter readings were taken of reflected screen light from several positions. The new Strong lamp delivered four times the light of our old lamp -- current being consumed by new lamp was only about twice as much. Certainly an amazing result.

I was very impressed by the "Strong Tuf-Cold" Reflectors in the Strong Lamps.

In a check found the "Strong Tuf-Cold" Reflectors about two times as efficient as the rear coated mirror.

Yours truly,

SYNDICATE THEATRES, INC.

Trueman T. Rembusch
President

You, too, should get Futuras and enjoy the advantage of the extra measure of light available for 35mm and 70 mm projection to big drive-in and indoor screens...the greatest amount of light ever delivered per carbon dollar.

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Editorial

Public Feels Upbeat

IT WOULD BE NO EXAGGERATION to say the American public knows of the upbeat spirit prevailing in industry circles these days. The old cliche that there's nothing as glamorous as a comer evidently holds true for comebacks because no one has any doubts that exhibition is coming on strong.

A headline in the Miami Herald reading "Theatre Industry Is In Bloom" prefaced a story typical of the kind of publicity exhibition has been generating in cities across the country with increasing frequency. This Miami report, by amusement editor George Bourke, began with the humorous observation that "All that digging going on around the Greater Miami area in the past decade hasn't been for the purpose of making graves in which to bury the movie theatre industry."

Each one of the large circuits—Loew's, NGC, RKO, AB-Paramount, General, Schine, and so on down the line—has made announcements of construction and remodelings duly reported in the trade press, and, in many cases, the additions to original plans alone amount to activity that might create "boom" talk.

It is difficult to assess the net impact of this boom on exhibition, but we can be sure that both confidence and credit have soared since its inception.

We are just as pleased as anyone, either in the industry or outside, to come across yet another story beginning 'announcement of the construction of a new theatre was made today by.' We are also aware that such developments, regardless of how mystically they might be explained by some, just don't happen. Rather they are the fruit of careful, long range planning that is aimed at expansion and growth. Behind the scenes on all industry fronts—production, distribution, equipment manufacturing, and exhibition—has been an intensified concentration on the research and development approaches of America's industrial big boys.

This is, of course, easiest to see in the technical areas of exhibition where scientific methods of inquiry lead to direct applications such as those to which the motion picture has been put at the World's Fair in New York.

Other parts of the industry, however, have not been sitting still. Audience research undertaken by some of the studios, and tremendously refined methods for site selection where new construction or updating is contemplated, are just two examples of this type planning. The stimulation of all parts of the business, whether or not it can be satisfactorily explained, will certainly be seen and felt when the industry's trade associations join in their annual meetings and conventions.

Here is where the theatreman can see for himself why association activities have been increased—why the equipment companies have invested so extensively in new product development—or why money is once again available for new theatre properties.

It's no wonder that our Miami columnist writes "Who's afraid of big bad, TV, pay or free? Not South Florida's movie exhibitors—that's certain."

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

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for Theatre Owners!

The "knack" of designing theatre seats that please BOTH patrons and exhibitors is a Massey specialty. This goes beyond more seating comfort and eye-appeal, clear thru to service and over-all cost. Between these lines any exhibitor can read our business-minded view of true V-A-L-U-E. Massey takes pride in providing a full measure of all. Why not consult with us?

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A study in growth:

National Theatre Supply

EXTERIOR VIEW of the General Precision Equipment Corp. building in Tarrytown, New York, location of National Theatre Supply Company headquarters.

38 Years And 15,000 Customers Later— NTS In Forefront Of Construction Boom

EARLY this spring a shopping center theatre was built in the suburbs of Washington, D. C. which has one of the largest screens in the East. In mid-July, a luxurious theatre was completed on New York's 57th Street, decorated to the last lampshade in an authentic Civil War period decor.

About the same time, ground was broken for a new ultra modern 2,000 seat Twin Cinema in Lawrence, Massachusetts. And earlier in the year, 70mm projection equipment and a spectacular drapery installation were supplied to a leading theatre in Hollywood, California.

What do all of these installations have in common? Simply, that regardless of their location, budget or size, they were and are being supplied by a company quite unique in our industry —National Theatre Supply Company.

Quietly, without a lot of fuss and fanfare, National Theatre Supply each year specifies and installs huge quantities of projectors, sound systems, screens, chairs, arc lamps, carpeting, rectifiers, concession equipment, draperies, poster cases, marquee letters, drive-in speakers, and what-have-you into brand new and existing indoor and outdoor theatres throughout the United States and in many countries of the free world.

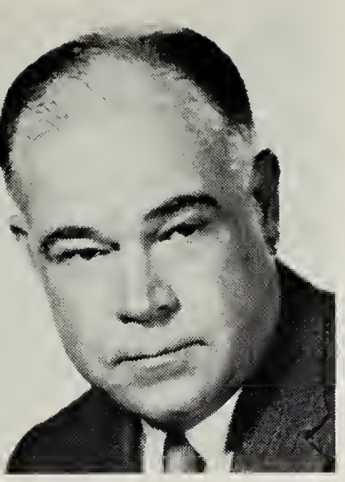
To give you some idea of the scale of the present National operation, during the past year alone the company sold enough carpet to run a three foot walk from New York to Philadelphia! During the past score of years, the company has served the equipment and furnishing needs of some 15,000 theatre-customers ranging from a 200 seat small town theatre to the gigantic Radio City Music Hall in New York City.

Naturally, it requires a sizable organization to operate a business on this scale. In addition to the company's headquarters in Tarrytown, New York, National Theatre Supply has branches in principle cities throughout the nation including Atlanta, Baltimore, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Hot Springs, Indianapolis, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Salt Lake City, St. Louis and San Francisco.

The company's personnel averages more than 150 people with enough sales representatives to cover every village, town and city in the U. S. National salesmen annually travel hundreds of thousands of miles serving the needs of their exhibitor-customers from the complete construction, equipping and furnishing of an entire theatre to the day-to-day replacement of seats, carbon arcs, drive-in speakers, etc.

National Theatre Supply was born September 3rd, 1926, the twilight of the hectic Twenties, and a year notable for many things in show business including the death of Rudolph Valentino and the birth of Vitaphone. On Broadway, Warner Brothers were playing the first sound picture—John Barrymore in "Don Juan." Across the street John Gilbert was featured in the "Big Parade." And New York's most luxurious movie palace, the Paramount Theatre, had just opened its doors.

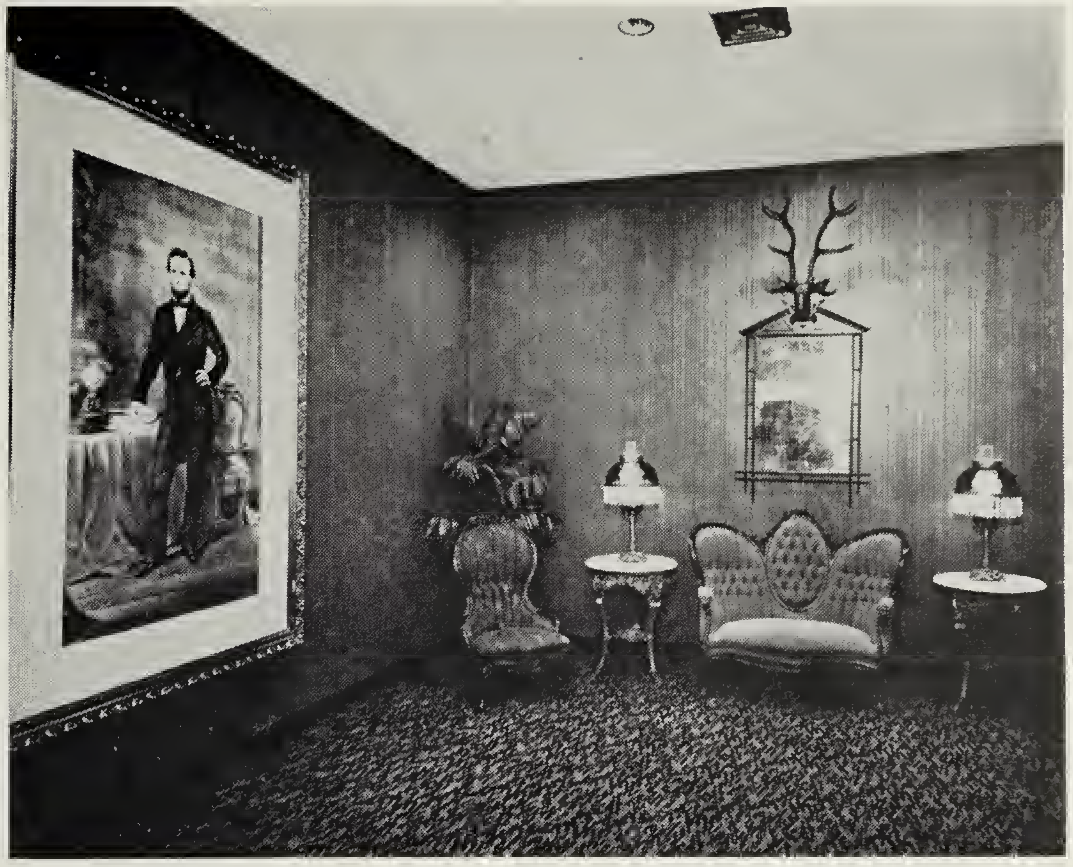
The company evolved from the industry's need for a centralized, nationwide equipment supply service for motion picture exhibitors. It was staffed, as it is today, with experienced per-



Williard J. Turnbull

J. E. Currie

J. W. Servies



LOWER LOUNGE of the Lincoln Art Theatre, West 57th Street, New York City. Decor of the 570 seat theatre is contemporary with the time of President Abraham Lincoln. The theatre was built by Joseph E. Levine, president, Embassy Pictures. The Lincoln Art theatre was equipped and furnished by the New York City branch of National Theatre Supply.

sonnel who knew the specialized equipment and furnishing aspects of the theatre business. Walter E. Green served as President of National Theatre Supply from 1928 until his retirement in 1957. He was replaced by Willard J. Turnbull, NTS's president today, who is ably assisted by two vice-presidents at the Tarrytown headquarters, John E. Currie and John W. Servies and four vice-presidents outside of Tarrytown—Arthur F. Baldwin, New York; Robert L. Bostick, Memphis; Henry J. McKinney, Boston; and Lloyd C. Ownbey, Los Angeles.

Since its inception, the company has been part of the General Precision Equipment Corp., one of the leading electronic and technical equipment manufacturers in the world.

General Offices of NTS were located at 92 Gold Street in downtown New York City from 1930 until 1961 when construction of the new G. P. E. headquarters building in Tarrytown, New York, was completed.

Today, after 38 years of serving the nation's exhibitors, the company is going stronger than ever. From the president on down to branch shipping clerks, NTS personnel are enthusiastic about the future of theatre business as well as the ability of the equipment the company offers to continue keeping the motion picture theatre the world's greatest entertainment medium. Constantly at the forefront of new developments in the industry, it is National's conviction that the exhibitor who makes NTS his source of supply will consistently get the best products to suit his needs at low, competitive prices. From the front entrance to the rear exit doors, from the lobby to the projection room, an exhibitor can be sure of obtaining everything for his theatre from a single, solidly established and reliable source of supply. In addition, it has been National's policy to extend liberal credit to theatre owners, enabling them to secure the equipment they need immediately and then pay for it over a number of years.

In National Theatre Supply, the exhibitors of America have more than just a market place from which to purchase their equipment, they have a single one-of-a-kind nationwide organization of people fully trained and experienced in their specialized field, who are able to offer a complete service, ranging from supplying thumb tacks to technical consultation on the laying out of a projection room or drive-in theatre. National Theatre Supply's entire sales and executive staff are today, as ever, dedicated to the proposition that wherever the exhibitor is, the show must go on.

All of its branches maintain large stocks of loan service equipment and National representatives are on hand to serve exhibitors—24 hours a day if necessary!

* * *

SIMPLEX XL PRODUCTION LINE in Pleasantville, New York. Simplex projection equipment is distributed exclusively through National Theatre Supply Company.

TEDA's AIM:

A Strong Dealers Association With Service As Its Watchword

By L. Phil Wicker, President

■ The Theatre Supply Dealers Association was formed in the mid-Thirties by a few dealers meeting in conjunction with the Theatre Supply Manufacturers Association. The association grew, until right before the war years, it had well over 100 members.

One of the pioneers in this movement was Joe Hornstein of New York City, who carried the ball on almost all occasions in furthering the advancement of the established theatre supply dealers. It was Joe Hornstein's inspiration and leadership that guided the association until his untimely death.

Activity during the war years was curtailed and no meetings were held during this period; however, beginning after World War II, the association reconvened under the leadership of a paid executive director in the person of Ray Colvin. Ray was formerly a theatre supply dealer in St. Louis, Missouri and, under his able direction, the association grew until his death in 1960.

During that time, the association changed its name to Theatre Equipment Dealers Association and eliminated the word "Protective", which had been, formerly, used in its name. Upon the death of Mr. Colvin in 1960, leadership of the association was assumed by J. Eldon Peek of Oklahoma City who was, at that time, chairman of the board.

At our first meeting in 1961, J. Eldon Peek was elected president of our association and served until 1962, at which time, Mr. E. H. Geissler of Atlanta, Georgia was elected for two one-year terms.

During the course of Geissler's tenure, it was voted to admit manufacturers and other allied organizations to TEDA as associate members, without voting power. The response to this program has been very gratifying and, at the present moment, we have, in our organization, approximately forty associate members. These associate members add greatly to our overall program by supplying their knowledge and engineering know-how at our technical sessions.

The response at our last two work meetings has been most gratifying and the programs have been most fruitful. New products have been introduced and explained to all theatre supply dealers and the result of a "question and answer" type of meeting has proven very successful and informative. Information gained

(Story continued on Page PE-16)

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L. Phil Wicker, President
Standard Theatre Supply Co.
Greensboro, N. C.

Lloyd C. Pearson, Vice-President
General Sound & Theatre
Equipment Ltd.
Toronto, Canada

Bob Tankersley, Sec.-Treas.
Western Service & Supply Co.
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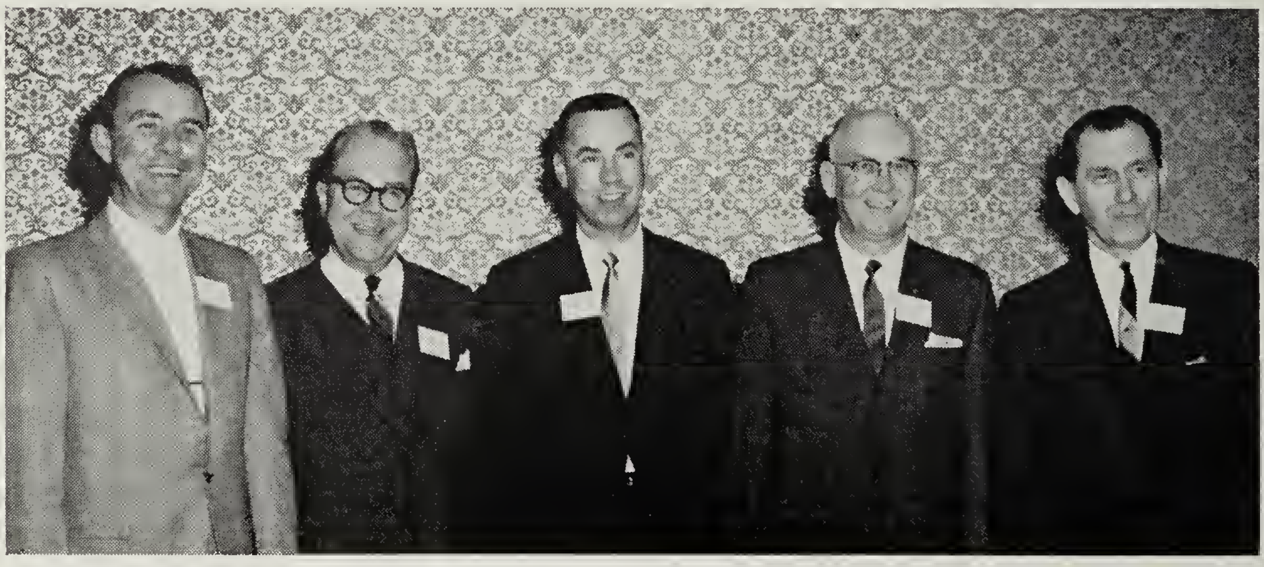
PHYSICAL THEATRE

Vol. 19, No. 8 August 12, 1964



TEDA officers, board member Louis M. Wutke, and Dr. Richard Vetter are seen in photo taken at last dealers' association meet held in Chicago. From L to R are Bob Tankersley, Sec.-treas.; Lloyd C. Pearson, vice-president; Dr. Richard Vetter, who attended the TEDA meet and is connected with wide, deep-curve screen optics; L. Phil Wicker, TEDA president; and Louis M. Wutke, board member.

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No Charge

You don't pay a penny for our most valuable asset, experience. This experience includes equipping and furnishing many thousands of theatres in every corner of the nation.

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The fact that most of our present customers are exhibitors whom we have served once or many times before . . . demonstrates how theatre owners depend on National as a reliable source of the industry's best products at competitive prices.

You're way ahead of the game when you buy from National. Way ahead.

N.T.S. **National**
THEATRE SUPPLY COMPANY
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BRANCHES FROM COAST TO COAST • HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Al deProspero, editor **August 12, 1964**

popcorn
+ showmanship
= profits

By Phyllis Haeger
Director of Public Relations
The Popcorn Institute

■ POPCORN QUITE LITERALLY has been a "movie star" almost as long as dramas and comedies have been flickering across the silver screen. For thousands of people, munching succulent, buttered popcorn, warm and delicious, straight from the popper, is as much a part of movie-going as the regular viewer's bonus of cartoons and previews.

The same formula that sells movies—star + showmanship = profit—applies to the merchandising of popcorn by the theatre concessionaire. Simply substitute popcorn for the "star" in the equation, and you have the secret.

From one point of view it can be said that popcorn sells itself. People buy it on impulse because of the immediate pleasure it promises them when they smell its aroma and see it popping. Like the star, however, who needs a movie in which to act before viewers can be attracted to the theatre, popcorn needs an appropriate setting to attract the maximum number of customers. This calls for imaginative merchandising.

With popcorn sold in 99 per cent of all theatres, the Popcorn Institute estimates that a concession achieving the maximum potential in sales should be selling to five out of every ten persons entering the theatre, with profit grossing from seven to ten cents per sale of unbuttered popcorn. Similarly, there is no reason why the drive-in theatre concessionaire should not aim for sales close to 50 per cent of the automobile trade.

To encourage appropriate showmanship in the selling of popcorn in all markets, the Institute regularly sponsors the Popcorn Fall Festival culminating in the observance of National Popcorn Week, October 24 to 31. The Institute offers basic advice on the most effective merchandising of popcorn and also provides point-of-sale posters at minimum prices which can be displayed in innumerable ways by the concessionaires to point up sales.

The most recent of these, the Popcorn Express Kit featuring cartoon trainloads and carloads of popcorn, has proved exceptionally popular. Soon to be distributed for the 1964 Fall Festival will be a brand new ASTRO-POP KIT which will figuratively move popcorn into outer space and literally into extra bags and boxes for movie-time munchers.

POP corn
Mb
POP
STOP
hot
fresh
Popcorn

CHEERING FOR POPCORN—During a successful 1963 popcorn promotion this Odeon Theatres' sales-girl at the Roxy Theatre, Midland, Ontario, wore a cheerleader's costume and sold her wares from a peddler's basket decorated with one of the point-of-sale posters developed by the Institute for its Popcorn Express Kit.

Taking a cue from the advice and the sales aides offered by the Institute, many individual theatres and theatre chains join the Fall Festival observance with special tie-in celebrations of their own. A case in point was the successful '63 Festival tie-in sponsored by the Odeon Theatre Chain in Canada. The promotion took the form of a contest for the individual theatre managers, and resulted in a $5,627 increase in popcorn sales over a three-week period in October, compared with the same period in the preceding year.

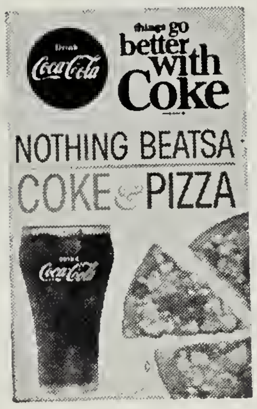
One of the factors behind the increase in sales, according to an Odeon Chain executive, was the installation of butter dispensers in a number of the theatres just prior to the contest. There is no doubt, of course, that in some areas hot *buttered* popcorn beats plain, salted popcorn in popularity in practically every theatre.

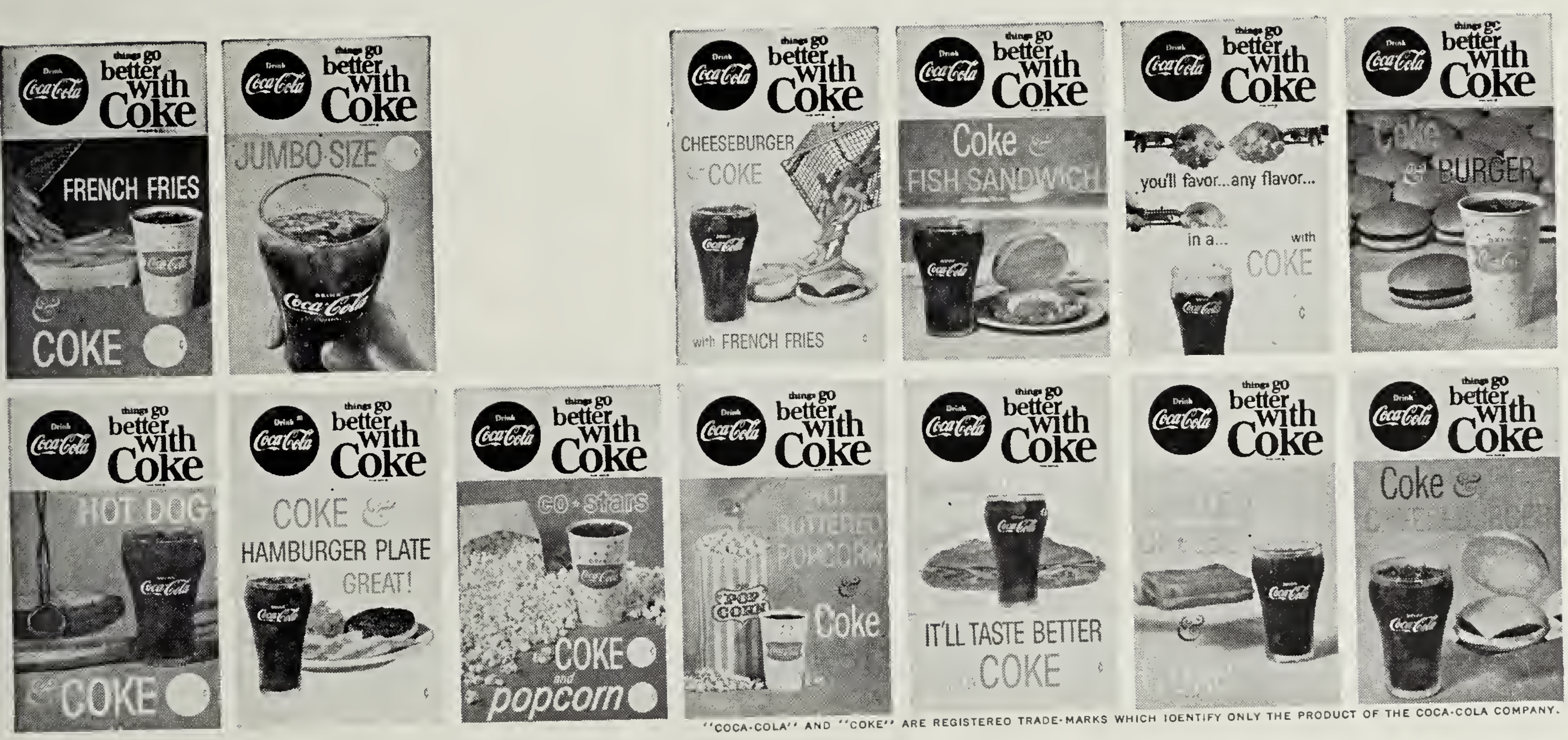
Managers participating in the contest used a great variety of themes in developing their own promotions. The Institute's Express Kit was used in preparing special displays calling attention to the popcorn stand, as were Carnival, Halloween, Football and a number of other themes.

Larger-than-life figures of clowns, football players, and Halloween characters were placed strategically to draw attention to the popcorn concessions. One manager papered the

(*Continued on page* PE-16)

why we picked this promotion above all the others


Drink Coca-Cola
things go better with Coke
NOTHING BEATSA
COKE & PIZZA


things go better with Coke
FRENCH FRIES & COKE
JUMBO SIZE
CHEESEBURGER & COKE with FRENCH FRIES
Coke & FISH SANDWICH
you'll favor...any flavor... in a... with COKE
Coke & BURGER
HOT DOG & COKE
COKE & HAMBURGER PLATE GREAT!
CO-stars COKE and popcorn
HOT BUTTERED POPCORN Coke
IT'LL TASTE BETTER COKE
Coke & CHEESEBURGER

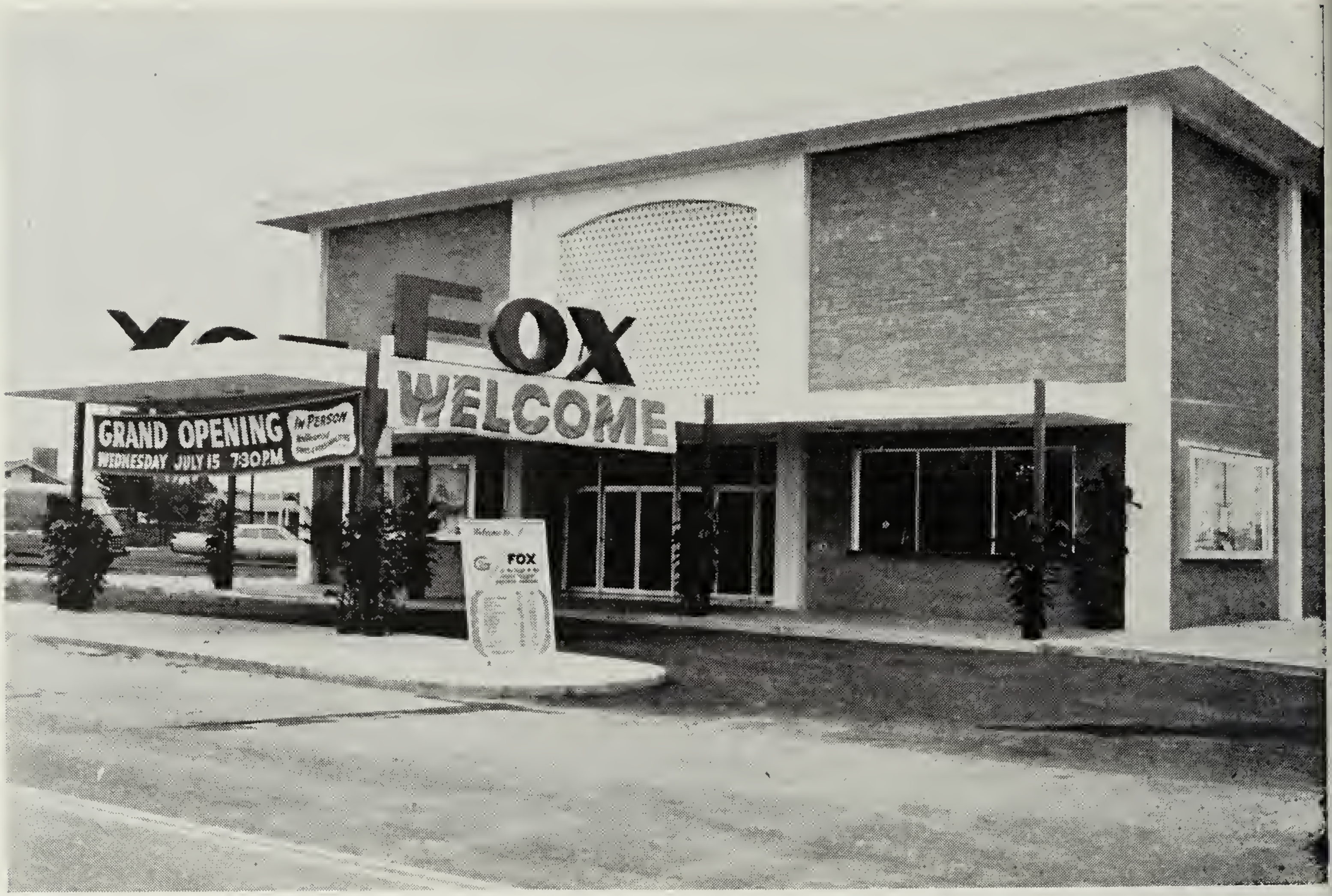
"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

A Representative for Coca-Cola picked the promotion for a man who added pizza to his menu. His counseling on customized promotions is part of a program called, "Custom Merchandising." A program that also includes counseling on advertising, equipment, personnel training, ticketing, and so on.

Our representatives have an average of 12 years' merchandising experience with The Coca-Cola Company. They represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to promotions (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go better with Coke
TRADE MARK ®



FOX ROSSMOOR OPENED

DeLuxe Shopping Center House Joins Expanding Circuit Of 217 Theatres

THE new $350,000 Fox Theatre, recently opened in the Rossmoor Shopping Center, Los Alamitos Boulevard near Garden Grove Boulevard, Los Alamitos, Calif., is the latest in NGC's announced plans to add theatres, conventional and drive-ins, to its circuit of 217 showhouses in 16 Western and Mid-western states during the next three years.

The 838-seat Fox Rossmoor is equipped with the latest projection equipment and a 25 x 50 screen, including Ampex stereophonic four-track sound, Simplex XL projectors, and strong Futura II projection lamps.

Climate controlled refrigeration to insure comfort for patrons has been installed. The theatre features modern Bodiform chairs built by American Seating Co.

The Fox Rossmoor, designed by Burke, Kober and Nicolais,

Reference Data

Owner:	Fox West Coast Theatres
Architects:	Burke, Kober and Nicolais
Seating Capacity:	838
Carpeting:	Hardwick McGee
Draperies	R. L. Grosh & Sons
Lenses:	Kollmorgen and B&L
Projectors:	Simplex XL
Projection Lamps:	Futura II
Rectifiers	Kneisley
Seating:	American Bodiforms
Screen:	Walker
Sign Letters & panels:	Adler
Sound:	Ampex

(For story and additional photos—See Page PE-12)

Pepsi promotes to bring you crowds

Excitement pulls in customers. And Pepsi-Cola knows how to *create* excitement: whether through spot radio commercials plugging local theatres, through film trailers that send audiences streaming out to your concession stand, or with special and exciting promotions that drum up local interest. Sound out your Pepsi-Cola Bottler about the best way to generate more excitement, traffic and profits in your movie house.

"PEPSI-COLA" AND "PEPSI" ARE TRADEMARKS OF PEPSI-COLA COMPANY, REG. U S PAT. OFF © 1964, PEPSI-COLA COMPANY

Pepsi Bottlers helped promote "Soldier in the Rain," exhibitors got extra traffic.

PEPSI
PEPSI
POPCORN

"Pepsi 'n Popcorn Twins" promotion really stirred up local excitement!

Hollywood titled a picture after Pepsi's theme: "For Those Who Think Young." It's like getting a whole feature-length commercial aimed at the young movie-going crowd!

MAJESTIC
PEPSI N POPCORN SHOW
FREE PEPSI OVER 70 FREE PRIZES
WONDERFUL STAGE AND SCREEN SHOW
CLEOPATRA
MAJESTIC BUILD

Crowds like this give picture exhibitors "pow" box-office and concession sales.

You've got to give them something new, and Pepsi comes up with the promotions every time.

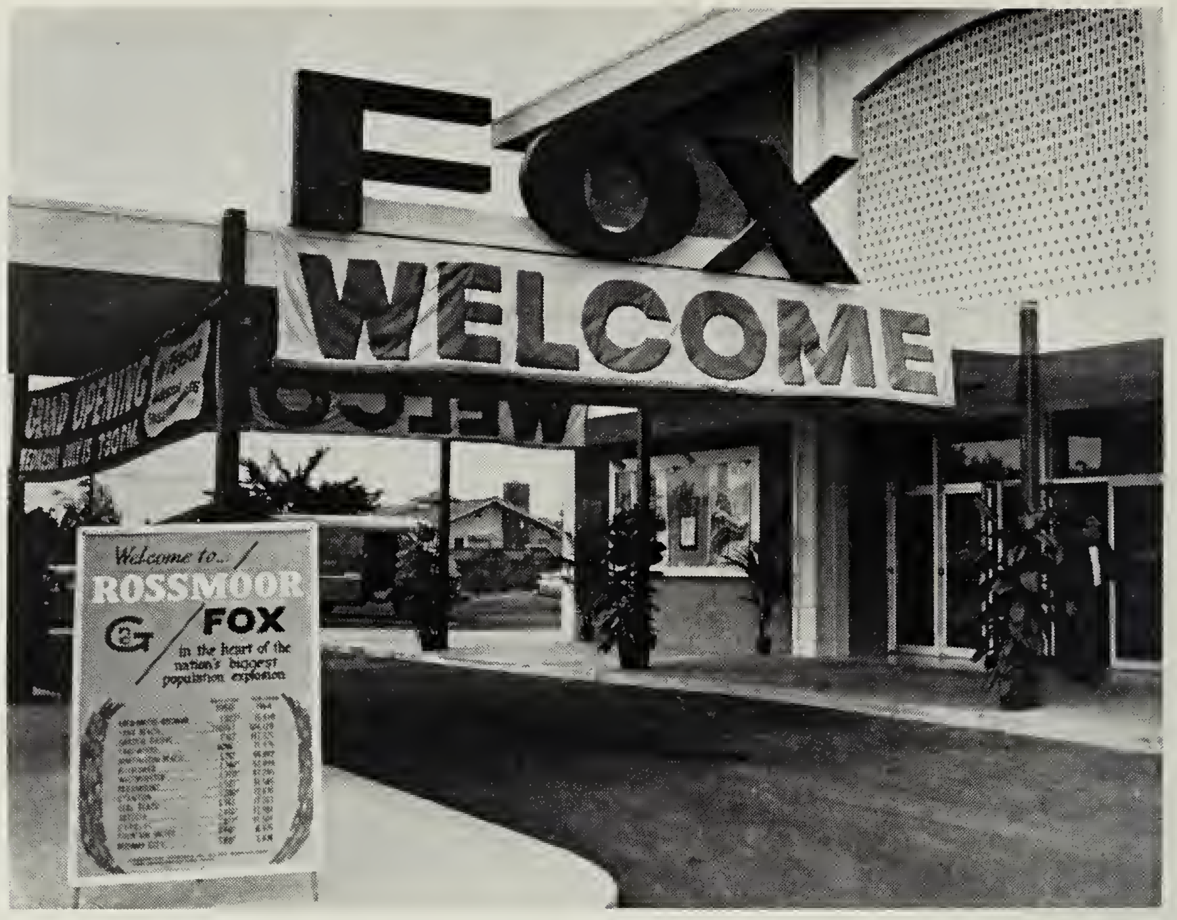
Record 1st Half For Coke

ATLANTA, GA., AUGUST 3, 1964—Earnings of The Coca-Cola Co. for both the second quarter and first half of 1964 reached record highs it was announced here by J. Paul Austin, president, following a meeting of the Company's Board of Directors.

Net profit for the second quarter, after provision for reserves, income taxes, and all charges, was $17,549,122, or $1.24 a share, compared with $14,859,374, or $1.05 a share, for the second quarter of 1963.

For the first six months of 1964 net profit was $30,448,085, or $2.15 a share.

NEW 15¢ DOUBLE PACK
(60 ct.)
SWITZER'S
Old-Fashioned Licorice and Cherry Red in bars and bags.
10¢ Bar (100 ct.)
Switzer's LICORICE
St. Louis 2, Mo.
25¢ BAG (12 or 24 ct.)
Switzer's
LICORICE
DOUBLE PACK 15¢
LICORICE
Double Pack
Switzer's
CHERRY RED
25¢



FOX ROSSMOOR •

(*Continued from page* PE-10)

Los Angeles architectural and engineering firm, working with J. Walter Bantau, Fox West Coast Theatres' construction chief, features a unique drive-through entryway which curves directly in front of the theatre entrance making it easier for patrons to disembark at the ticket window.

For extra convenience, the architects have added a unique concrete canopy which shades the entire building front, and the drive-in approach.

A special metal fascia emphasizes the canopy's distinct design and accents the overhead illuminated letters.

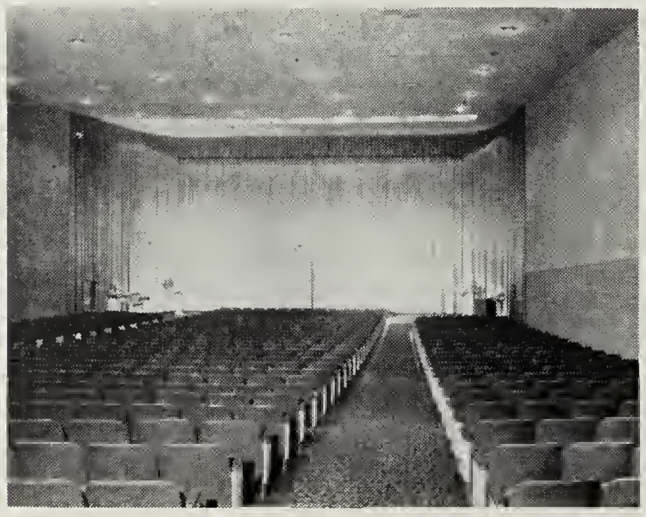
The exterior of the 11,500-square foot building is distinguished by white concrete columns, separated by brown-toned, oblong block fillers. A decorative center grill of perforated cement blocks above the main entrance also aids the theatre's architectural appeal.

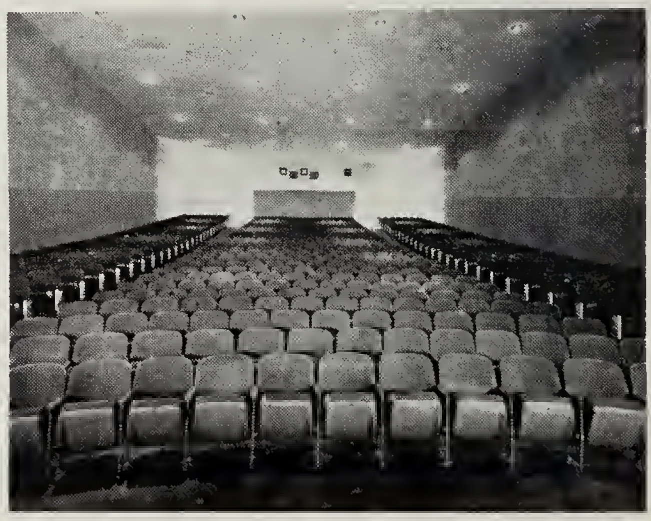
Also highlighting the exterior are three pairs of glass entry doors which are flanked to the right by a ticket window and to the left by a display case.

The interior of the theatre features a large, carpeted foyer, with a complete concessions counter, vending machines, an open ticket counter, and restroom facilities. All have been placed around the perimeter of the lobby to provide patrons with unencumbered access to the auditorium.

Burke, Kober & Nicolais have placed carpeted aisles which divide the auditorium into three sections. In addition, a third carpeted or cross on aisle was used above the center section.

Located above the rear of the auditorium is a mezzanine, housing the projection room, offices, dressing rooms for the ushers, and space for air-conditioning and other mechanical equipment.





Letters

Dear Sirs:

I am enclosing a few rules for a good projectionist.

I operated projection equipment for 14 years and now I am running a little Theatre of my own. I live where you would call "out in the boondocks," but throughout the years, I have felt that good projection work is a most important part of Theatre operations whether it was on a side street or on Broadway. Out here, we don't have experienced operators available. We have to train them ourselves. A lot of times, we have to fill in booth time ourselves.

Best regards,

Ray Webster
Mgr. Star Theatre
Weiser, Idaho

"A GOOD PROJECTIONIST"

"A perfect picture at all times" is the goal toward which you strive. The Theatre patron expects it, and he deserves it. He comes to be entertained, and faulty projection work will not insure his returning. Any abnormal distractions make him uncomfortable. Carbons running together, or too great a span of the arc results in improper screen illumination. Although the carbons are fed automatically, they should be inspected several times during each reel.

The reflecting mirrors should be checked also, especially after a change-over. Never flip the mirror adjusting knobs too vigorously. Move them gradually so it will not be too obvious on the screen. Always check the focus after a change-over. Watch it during each reel. A good picture can be "killed" by sloppy operation.

If you happen to have a poor production, make it as good as possible. At least if the patron leaves the Theatre with a "belly-full," he won't have a headache. The door man will smile when he leaves and invite him back again. Poor pictures will be forgotten before poor projection work.

Handle the film carefully. Don't subject it to a breaking strain. Keep your film off the floor. Clean your machines out before the show. All dust, lint and oil should be removed from the outside as well as the inside. Dirt and lint can work itself into the sound heads and cause a distortion or even a loss of your sound. Lamp houses can become a menace if they're not kept clean. The light fly ash will sift everywhere. Your machines should be kept clean at all times, not just at the start of the show, and then promptly forgotten.

Proper and periodic lubrication of your machines should be detailed to one person, who records the dates on a check chart, leaving nothing to memory.

Don't slam your projector doors. Close them like someone is asleep. Your Theatre patrons, however, will be wide awake if you put everything into your work that you're expected to.

Loew's Indoor For Cleveland

CLEVELAND, Ohio, July 30—Loew's Theatres will operate a new luxurious 1200-seat theatre to be constructed as part of the new Rockport Shopping Center in this city's Rocky River area, located 8 miles from Union Square, the hub of Cleveland.

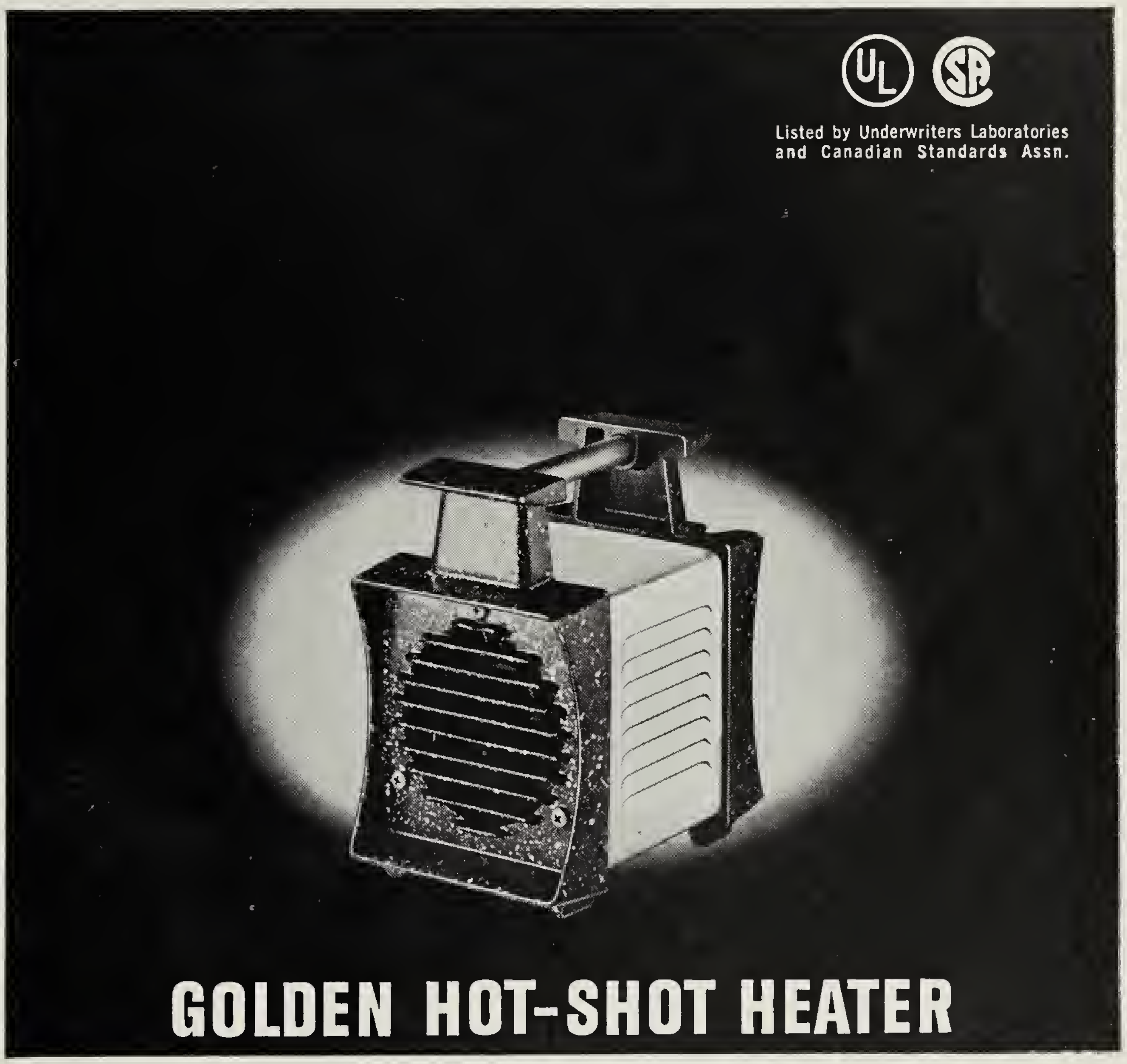
A joint announcement of the new enterprise was made here by Laurence Alan Tisch, president and chairman of the board of Loew's Theatres, Inc.; Arthur M. Tolchin, assistant to the president; Bernard Myerson, executive vice president, and Adelbert Kleine, of Cleveland, architect and developer of the Rockport complex.

The new house, to be known as Loew's Rocky River, will embody every new development in theatre design and equipment. Lounger-type seating, staggered, with rows widely spaced, will provide an unobstructed view of the screen from any location.

70mm projection equipment, a 60-foot screen, and surround speakers will be installed.

"We of Loew's," said Tolchin, "are pleased to report there will be additional announcements by our company in the near future of new Loew's Theatres in other areas throughout the country. These will be in line with our long-range expansion program."

Associate architect and consultant for the new Loew's venture will be Sidney Schenker of Paterson, N. J.



Listed by Underwriters Laboratories and Canadian Standards Assn.

GOLDEN HOT-SHOT HEATER

Before You Buy A Cheaper Heater Make Sure You Can Afford It . . .

Eprad builds more drive-in heaters than anyone (90% of new heater installations in 1963). No one has lower production costs. So if you can buy another heater at a lower price, it's cheaper in more ways than one—something vital has been eliminated. If so, it will do a poor job of heating cars or maintenance cost will be higher. Either way, you can't afford it—it'll cost you much more than you saved.

Before you buy heaters, get all the facts and compare. We'll be happy to provide complete Hot-Shot information. In addition, we also can supply theatre wiring diagrams, cold weather operation and promotion details, and a long list of Hot-Shot owners you can check with. Call your Eprad dealer or write to us today.

SPEAKERS • HEATERS • JUNCTION BOXES
CASH CONTROL SYSTEMS • SOUND SYSTEMS

Sold Internationally Thru Theatre Supply Dealers

EPRAD®

1214 Cherry Street • Toledo, Ohio 43608

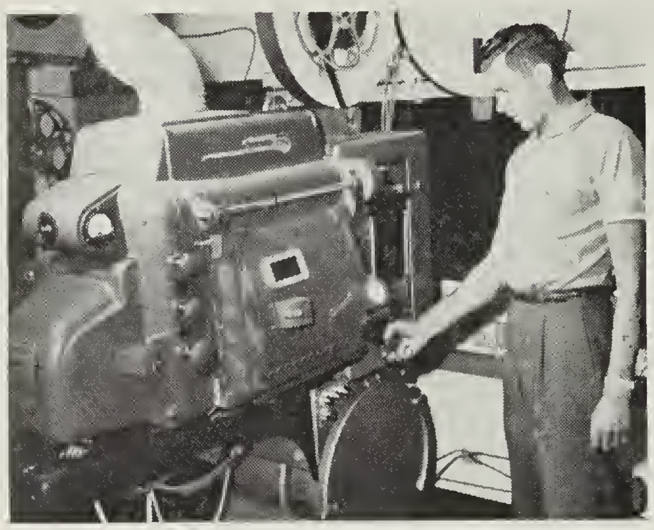
SERVING THE THEATRE INDUSTRY SINCE 1947

70MM Core-Lite Installation Ups Screen Light

DENVER—Soon after a highly satisfactory installation of Ashcraft Core-Lite arc lamps on 70mm projectors in the Dillworth Theatre, Charlotte, N. C., another installation with even more dramatic results has been made on 70mm projectors, according to Ashcraft, at Fox Inter-Mountain's Alladin Theatre here.

The Fox Alladin is a combination hard ticket and show case run and has been one of Denver's top outlets for 70mm runs for several years. The theatre is equipped with Philips (Norelco) projectors and, before the recent Core-Lite installation, used F:2.0 condenser type high intensity arc lamps burning 13.6mm x 22 positive and ½ x 9 negative carbons at 160 amperes.

The decision to install Ashcraft Core-Lite lamps was made after comparative tests were made in the theatre. The Core-Lite arc lamps were burned at 100/105 amperes using 11mm x 17½" high intensity positive and 11/32" x 9" negative carbons. The center screen lighting was increased 12 per cent and the screen side lighting was increased 41 per cent. This surprising and highly satisfactory increase in overall screen lighting is even more significant when the size of the screen is taken into consideration. Both the 70mm and Cinemascope projected picture is in excess of 50 feet in width.



CORE-LITE lamps with Norelco 70mm projectors are seen in the booth of the Fox Alladin, Denver—chief projectionist Les Reimer is inspecting the new equipment.

After one month of operation with the new Core-Lite lamps, Joe Stone, who supervised the installation for National Theatre Supply Co's Denver Branch, came up with a compliation of savings in the cost of operating the Core-Lite lamps under the previous high intensity lamps. The savings in costs of carbons and current, he reported, is in excess of $900 per year.

One of the features of the Core-Lite arc lamp, when used with 70mm projectors is that no intermediate optical elements or changes in lamphouse positioning is necessary when changing from 70mm to 35mm projection. A slight readjustment of the positive and negative carbon positioning compensates for the difference in aperture plate dimensions and provide the same high percentage of white screen lighting with either process.

Business Can Be Better!

Booking a "good picture" is first in importance BUT . . . POOR SEATS, BAD SIGHT LINES, DIRTY DRAPERIES, SOILED WALL COVERINGS can hurt even a good picture's grosses.

Take a good look at your chairs and evaluate the facts. If they need recovering, rebuilding, new backs, hardware, repainting or respacing—

WE ARE YOUR "MAN"

Guaranteed work. Your chairs will be as good as new. Your drapes will look fresh and inviting. And for safety sake we will flameproof per legal requirements to avoid possible trouble as your business improves.

Call or write today—
(Estimates cheerfully given!)

NEVA-BURN PRODUCTS CORP.
262 South St. New York 2, N. Y.
Tel. YU 2-2700

FLASH:* *Another Neva-Burn Installation completed—The 1,000 seat Victoria Theatre on Broadway . . .

Diet Cola Makers Hit Back At Sugar Industry Blasts

NEW YORK—Royal Crown Cola Co., whose Diet-Rite Cola is the nation's leading low-calorie soft drink, is meeting head-on the sugar industry's advertising campaign attacking this type of beverage.

The Georgia-based firm, third largest in the beverage industry, has mapped a special newspaper advertising campaign to run in a minimum of fifty cities. The kick-off, full-page advertisements in New York City, Chicago and Los Angeles, will be followed by insertions in other papers shortly thereafter.

The initial advertisement, headlined: "Guilty of upsetting the sugar cart" presents Diet-Rite Cola's interpretation of the sugar industry's motivation for its magazine ads—that these were run not because of a public interest but rather because of a loss of business. Subsequent advertising will carry such headlines as "Have you tried the taste that got the sugar daddies howling mad,", "Why do the sugar people tell you, 'Don't even taste it'?" and "Unfair to organized sugar."

"We were amazed at the unprecedented attack upon low-calorie soft drinks by the sugar interests," says William E. Uzzell, Royal Crown's vice-president and director of marketing.

Allied, Manufacturers See '64 Show Record

NEW YORK — Thirty four manufacturers of theatre and concession equipment and suppliers have already applied for, signed contracts and been assigned exhibit space in the Exhibition Hall at the annual trade show of the Theatre Equipment and Supply Manufacturers Association convention to be held at the Sheraton Cadillac Hotel in Detroit Oct. 19-22. It will run concurrently with National Allied's 35th annual convention at the same place.

The list, far from complete, already insures the most extensive exhibit of its kind ever assembled.

TESMA said the unusual interest being shown was generated by the current boom in theatre construction and widespread plans to upgrade existing drive-in and conventional theatre properties.

Many of the theatre owners in the United States who are in the market for new theatre and concession equipment are expected to attend the convention and trade show in Detroit in October TESMA said, since it represents the most economical, efficient and convenient means for the manufacturers and suppliers to make contact with the potential purchasers."

There will be procedural innovations. Oct. 19, first day, and theatre dealers' day," only theatre equipment dealers and theatre projectionists will be admitted to the show area where they will be briefed by exhibiting manufacturers and suppliers.

Thus distribution arrangements may be made without interruption leaving the dealers in a position to assist in selling during the three ensuing afternoons.

While the dealers are being briefed, theatre owners will be taken on tour to inspect the latest equipment installations in new drive-in concession buildings, theatre construction and remodeling projects, with which Detroit and suburbs now abound.

Programming is such that both TESMA and Allied will hold sessions during the morning when the Exhibition Hall will be closed, while all activity will center in the Hall during the afternoon.

Record Ballantyne Half

OMAHA, NEB.—First-half sales of Ballantyne Instruments and Electronics, Inc., division of ABC Consolidated, are at record levels. Sales are 109 per cent ahead of a year ago. Profits in the first six months exceeded those for all of 1963.

J. Robert Hoff, executive vice-president, attributed the growth to increased volume in all lines. He said, "The company's 'all-in-one' theatre package has received a tremendous reception. Sales of our Flavor-Crisp pressure fryer have also boomed ahead. With the present tempo of business, we see excellent business for the remainder of the year."

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

Lorraine Arc Carbons
division
- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

XETRON® products
division
XETRON LAMPHOUSES • XETRON POWER SUPPLIES
by Cinemeccanica by Christie

CARBONS, INC. BOONTON, N. J.

NAC-TOA Show List Grows

CHICAGO—Growing interest in the forthcoming Motion Picture & Concessions Industries Trade Show, Sept. 28-Oct. 1 at the Conrad Hilton Hotel, Chicago, is very much in evidence, reports Spiro J. Papas, 1964 NAC exhibit chairman, who announced that twelve more booths have been reserved.

An interesting development taking shape in this year's show, according to Papas, is the fact that requests for booths are being received almost daily from many new companies who are exhibiting for the first time and are introducing new advances in food preparation equipment, concession products and services and motion picture theatre equipment.

The NAC conference, Eastern Regional Conference which will be held at the Mayflower Hotel, Plymouth, Mass., is being staged in conjunction with the annual convention of the Theatre Owners of New England. Concessionaires from several eastern states are expected to attend the August 24-26 meet.

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **ASHCRAFT MFG. CO., INC., C. S.,** Projection Lamps and Rectifiers
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,**"360" Electric In-A-Car Heaters.
- ☐ **CARBONS, INC.,** Lorraine Arc Carbons
- ☐ **COCA-COLA CO., THE,** Coca-Cola, Custom Merchandising
- ☐ **EPRAD, INC.,** "Hot Shot" In-Car Heaters.
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.,** Theatre Equipment and Supplies
- ☐ **NEVA-BURN PRODUCTS CORP.,** Seat Recovering, Drapery and Wall Covering, Cleaning and Flame-Proofing
- ☐ **PEPSI-COLA CO.,** Pepsi-Cola, Promotions
- ☐ **STRONG ELECTRIC CORP., THE,** "Futura" Projection Lamps
- ☐ **SWITZER LICORICE CO.,** Switzer's Licorice.
- ☐ **WESTERN ELECTRONICS CO.,** Rebuilt Drive-In Speakers
- ☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamphouses, Power Supplies

LIST ITEMS ____________________

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ISSUE OF AUGUST 12, 1964

NAME ....

THEATRE ....

ADDRESS ....

CITY, STATE ....

MOTION PICTURE EXHIBITOR
317 N. Broad St., Philadelphia, Pa. 19107.

Portable Neon Signs

Bristol Beacons are self contained, portable, brillantly lighted and the most modern advance in flashing signs in the past 50 years.

The world's only portable battery operated flashing Neon signs—weight with batteries only 12 pounds. Uses two Eveready #520 batteries available at all hardware stores. Battery life is approximately 750 hours. The flashing rate is adjustable. They are the only approved illuminated signs by the United States Government under Specifications L-S-00350-(GSA-FSS).

Outdoor theatre sizes 12"x24" and 18"x24" available. Legend including form of letters or symbols (raised or flat) at the discretion of the purchaser to deliver any message.

Weatherproof and waterproof.

Fourth RKO "70" Opened

NEW BRUNSWICK, N. J.—The Fourth RKO International 70 Theatre opened here with Tennessee Williams' "The Night of the Iguana."

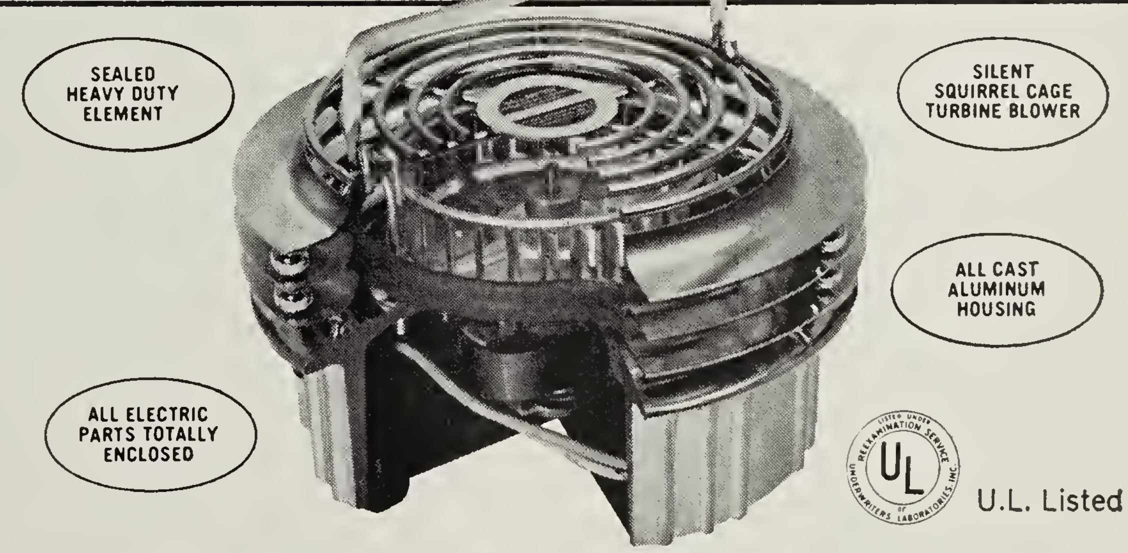
RKO International 70 is a new identification for selected RKO key theatres from coast-to-coast. This conversion of the former RKO national director of advertising and pub- a special group of RKO deluxe houses to bear the name RKO International 70, forming "a chain within the already existing chain."

Gala festivities launched New Brunswick's RKO International 70 attended by New Brunswick Mayor Chester Paulus; Harry Mandel, president RKO Theatres; Matty Polon, RKO vice-president; Thomas Crehan, assistant to the president; Fred Herkowitz, RKO national director of advertising and publicity; Edward Sniderman, RKO division manager; and representatives from radio, television and allied industries.

KEEP CUSTOMERS THIS FALL AND WINTER

Ballantyne 360

ELECTRIC IN-A-CAR HEATER


SEALED HEAVY DUTY ELEMENT
SILENT SQUIRREL CAGE TURBINE BLOWER
ALL CAST ALUMINUM HOUSING
ALL ELECTRIC PARTS TOTALLY ENCLOSED
LISTED UNDER REEXAMINATION SERVICE UNDERWRITERS LABORATORIES, INC. UL

U.L. Listed

DO IT NOW!

There's EXTRA PROFIT in a Longer Season

Keep those hard-won summer customers. Do it now when you have plenty of help. Add comfort on those cool autumn and winter evenings. Ballantyne 360 provides full circle, non-directional, all-around heat, and efficiently. Check these features, then call us for all the facts: All electrical connections are enclosed in Rugged aluminum housing. Heating element and motor secured for rough usage. Trouble free switch. Thermostat is new type snap action. Fast heating element. Trouble free motor with special bearing and stainless steel shaft. Air Rotor guard heavy steel wire—corrosion resistant. All parts aluminum or stainless steel may be replaced individually without buying associated assemblies. Simplified servicing—one minute for disassembly. Theft proof screws.

Ballantyne INSTRUMENTS & ELECTRONICS, INC.
A Division of ABC Consolidated Corporation
1712 Jackson St. Omaha, Nebraska 68102

THEATRE DEALERS •

(*Continued from page* PE-6)

from this type of equipment forum has been passed on to architects and theatre owners, with recommendations and advice.

Our 1964 fall or early 1965 spring meeting will be another work convention and forum, as our association will not participate in any formal trade shows this year. This policy, established by our association last year, will be continued in the future.

The majority of our dealer members have been exceedingly busy for the past few months, working with the various exhibitors and architects in remodeling and building new theatres. This is an indication of the important role that the theatre supply dealer plays as the coordinator between the exhibitor, decorator, architect and manufacturer of motion picture equipment.

The exhibitor is leaning more and more on the established theatre supply dealer for vital information on equipment and engineering for his proposed theatre. This has been reflected in all directions for the past few months from the inquiries we have received from our various dealers and our associate members.

Del. House To Schlanger

DOYLESTOWN, PA. — Claude Schlanger, president, Budco Theatres, Inc., announced acquisition of the Pleasant Hill D-I, Wilmington, Del., by the company. This is the 15th drive-in acquired by Budco under plans for expansion in the Pennsylvania, New Jersey and Delaware areas.

ASHCRAFT

CORE-LIGHT
SUPER CINEX
CINEX SPECIAL

PROJECTION LAMPS
AND HIGH REACTANCE
MULTI-PHASE RECTIFIERS

★

World's Standard
Of
Projection Excellence

We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new —even better; Test us . . .
Send Speaker Today!
write Dept. E-12
WESTERN ELECTRONICS COMPANY
3311 Houston Ave., Houston, Texas 77009

Twin For Buffalo Suburb

BUFFALO, N. Y.—Work is to start in 60 days on two new theatres, Cinema I and Cinema II, to be constructed at Maple Road and Alberta Drive, at the center of a new shopping area scheduled to be developed in an extension of the Boulevard Mall in Suburban Amherst.

Planned for construction valued at more than $1 million, the single level theatres will be flanked by stores and offices that will be known as the Cinema Shops. The new twin will have one auditorium for 1,000 persons and a second one seating 500. They will be joined by a single lobby.

Plans, announced by Albert Ratner, secretary of Forest City Enterprises of Cleveland, developers of Boulevard Mall on the Niagara Falls Boulevard, and Richard A. Smith, president, General Cinema Corp., call for the start of construction in 60 days. The theatres and stores would open early next Spring. The land already is zoned. Amherst authorities have indicated that they will co-operate in speeding the processing of buildings. Adequate free parking areas and a "quick-buy" ticket booth are included in the design to end two objections frequently heard by moviegoers.

Someimes the twin theatres will present different features to take advantage of productions which could not be scheduled in most theatres. The auditoriums will be made available to the community for civic use during hours when they are not in commercial use.

"This is in line with our aim to accent community service," said Kevin I. Sullivan, Boulevard Mall Merchants Association president.

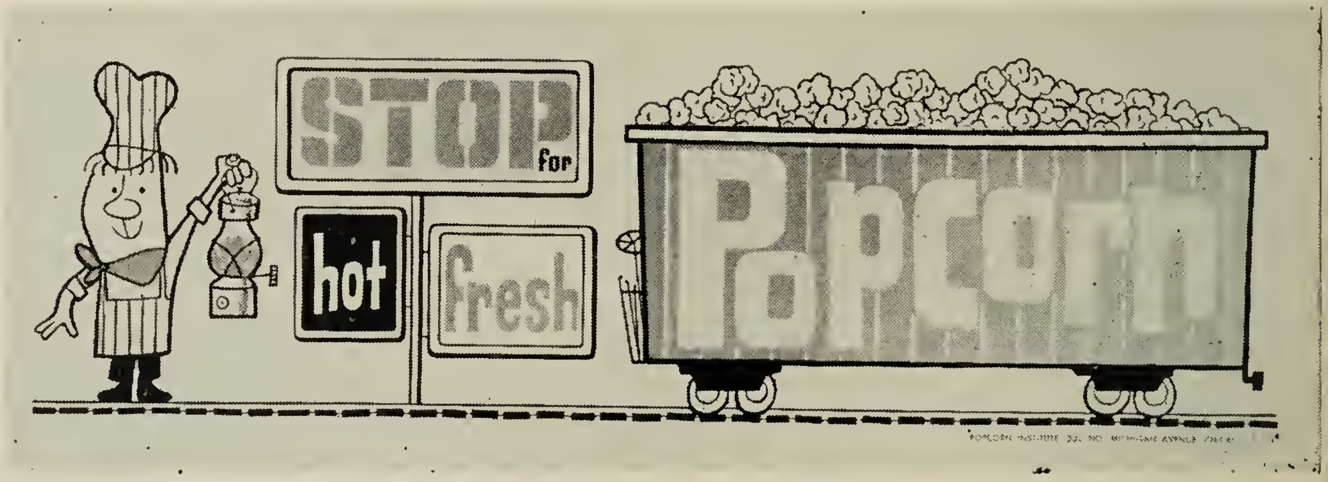
Amherst Supervisor Harry R. Jones said the theatres should add to Amherst's cultural life.

POPCORN + MERCHANDISING = PROFITS

continued from Page PE-8

risers of the steps to the theatre loges with posters reminding the patrons how many steps away they were from the popcorn stand and how few they needed to go back to supply themselves with a delicious popcorn treat to eat while watching the show.

Some concession attendants were specially costumed for the promotion. In every theatre, the instructions to all employees were to remind the customers pleasantly that fresh, delicious popcorn was available for their pleasure. It was felt that one final result of the Canadian promotion was that its effects carried over and prevented an ordinarily-expected sales drop in November and December!



PUTTING POPCORN ON THE RAILS—Pictured is one of acetate posters developed by the Institute to help theatre concessionaires boost popcorn sales. In gay colors on transparent plastic, they can be used on glass doorways, mirrors, and poppers to encourage consumer interest. The Express Kit is available (50 cents per kit—one to 25 and 45 cents—26 or more) from the Popcorn Institute, 333 N. Michigan Ave., Chicago, Ill. 60601.

Basic to the merchandising of popcorn under any circumstances is *quality*. The Popcorn Institute strongly believes that no matter how much razzle-dazzle is given to a concession stand, without a quality product the results will be negative.

It takes good popcorn properly prepared to satisfy the customer and to prompt repeat sales, either during a single showing or on the customer's return visit to the theatre. Serve a movie-goer flavorless, poor-quality popcorn once . . . given him a box or bag with too many unpopped kernels and poorly-expanded ones . . . serve the popcorn cold or unsalted . . . and you will never tempt him to buy again, even if he does return to see another movie in the theatre.

Back of proper serving, then, is the purchase of quality corn from recognized processors. Don't bargain-hunt in this area because there are no bargains in raw popcorn—only inferior corn which will expand poorly and ultimately result in lost sales.

In the same regard, the concessionaire should not try to increase profit by cutting down on his popping oil, admittedly the most expensive ingredient used in popping corn. Using too little oil prevents the grains from popping properly and adversely affects the taste of the finished product. The same advice applies to salt-seasoning and to butter when buttered popcorn is offered.

Other important items to check each day in your popcorn concession are clean equipment and neat, courteous employees. With the basics taken care of, your showmanship will pay off more effectively in recorded sales.

Selling popcorn is an art, but it is an easy one to practice. With a "star" that attracts people like popcorn, you have won half the battle. A little well-thought-out showmanship should carry your concession the rest of the way to very superior profits.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
plus
SHOWMEN'S TRADE REVIEW

AUGUST 12, 1964
SECTION TWO
VOL. 72, NO. 5

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6406 **NEVER PUT IT IN WRITING**—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6409 **STOP TRAIN 349**—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)
6403 **STRANGLER, THE**—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
6408 **THIN RED LINE, THE**—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
6402 **YANK IN VIET-NAM, A**—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
SECRET DOOR, THE—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
MASTER SPY—Steven Murray, June Thorburn—English
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
PARTY, THE—Carol Lynley
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
STATION SIX SAHARA—Carroll Baker, Peter Van Eyck
WHITE SAVAGE—(EC)—Janette Scott, Keiron Moore

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

A06 **BIKINI BEACH**—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
815 **BLACK SABBATH**—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
822 **COMMANDO**—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the dualers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 **EVIL EYE, THE**—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A02 **GOLIATH AND THE VAMPIRES**—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
A05 **MASQUE OF THE RED DEATH**—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 **MUSCLE BEACH PARTY**—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
823 **TORPEDO BAY**—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
DIARY OF A BACHELOR—(S)—William Traylor, Dagne Crane
FEAR—Boris Karloff
GODZILLA VS THE THING—(EC)—Japanese-made
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear	A2	MGM
● Adventures Of Ali Baba, The ...		U
● Adventures Of Scaramouche ...		Emb.
Act One	A2	WB
Adorable Julie		For.
● Affair At The Villa Fiorita, The .		WB
● Agony And The Ecstasy, The ...		Fox
All The Way Home	A2	Par.
America, America	A3	WB
● Americanization of Emily, The .	B	MGM
● Amok		Fox
Any Number Can Win	A2	MGM
● Apache Uprising		Fox
● Ape Woman, The		Emb.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

• Aphrodite, Goddess Of Love		Emb.
• Art Of Love		U
Avenger, The		For.
Of Orgosolo	A2	For.

B

Bandits Of Orgosolo	A2	For.
Barbarian's The		For.
Bedtime Story	A3	UI
• Bear, The	A1	Emb
• Behold A Pale Horse	A2	Col.
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
Bikini Beach	A3	A-I
Black Duke, The		For.
Black Like Me	A4	Misc.
Black Sabbath	B	AI
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow		AA
Blood On The Balcony		For.
Bomb In High Street		For.
Brass Bottle The	A1	U
Bridge On The River Kwai, The-RE	A1	Col.
Bridge To Glory		For.
• Buddha		UA
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U

C

Captain Newman, M.D.	A2	U
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
Carpetbaggers, The	B	Par.
Cartouche		Emb.
Castillian, The	A2	WB
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
Challenge To Love		For.
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	A1	Par.
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
• Conquered City		AI
Conjugal Bed, The	B	EMB
• Contempt		Emb.
• Crack In The World		Par.
Crawling Hand, The		Misc.
Crazy Desire	B	EMB
Crimson Blade, The	A1	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
• Diary Of A Bachelor		AI
• Dingaka		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Doulas, The Fingerman		For
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Doctor In Distress		For.
Dr. Strangelove	A4	Col.
Don't Tempt The Devil	A3	For.
Duel Of Champions		For.

E

• Earth Dies Screaming, The		Fox
Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• Emil And The Detectives		BV
• Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
Erik The Conqueror	A2	A-I
• Escape By Night	A2	AA
Escape From Hell Island		Misc.
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jones	A3	Fox

F

• Fail Safe		Col
Fall Of The Roman Empire	A1	Par.

LAST TOMB OF LIGEIA, The—(S; C)—Vincent Price
NAVAJO RUN—Johnny Seven, Virginia Vincent
OPERATION SNAFU—Sean Connery, Stanley Holloway
PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams Roland Rovter
VOYAGE TO THE END OF THE UNIVERSE—(S)—Dennis Stephens

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barberra—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made In France
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino——5173 (6-10-64) Lavish and spectacular period adventure tale—European made
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal
QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RIDE THE WILD SURF—D-101m.—(Color)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made
006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RISE OF GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason
SENILITA—Anthony Franciosa, Claudia Cardinale
SHIPS OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT SAILOR—Dennis Price Marjorie Rhodes
WORLD WITHOUT SUN—Jacques Cousteau Documentary

EMBASSY

CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 *(12-18-63)—Mediocre import—English-made*
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barray—French-made
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian
BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
DINGAKA—Stanley Baker, Juliet Prouse
HELLFIRE CLUB—Peter Cushing, Adrienne Corri
HOUSE IS NOT A HOME, A—Shelley Winters, Ralph Taeger, Robert Taylor
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
ONLY ONE NEW YORK—Documentary
SANTA CLAUS CONQUERS THE MARTIANS—Fantasy

GM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
FLIPPER'S NEW ADVENTURE—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
GLADIATORS SEVEN—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
GOLDEN ARROW, THE—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
GOLD FOR THE CAESARS—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HONEYMOON HOTEL—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
KISSIN' COUSINS—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
LOOKING FOR LOVE—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant muscial boosted by appearances of guest stars
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
NIGHT MUST FALL—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
RHINO!—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
SEVEN FACES OF DR. LAO—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
TAMAHINE—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
UNSINKABLE MOLLY BROWN, THE—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior muscial fun entertainment
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made
VIVA LAS VEGAS—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled tarce

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Sept. **MGM'S BIG PARADE OF COMEDY**—Compilation
Oct. **YOUNG LOVERS, THE**—Peter Fonda, Sharon Huguney
Oct. **JOY HOUSE**—Jane Fonda, Alan Delon
Oct. **OF HUMAN BONDAGE**—Kim Novak, Laurence Harvey
Oct. **SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
MURDER AHOY—Margaret Ruthertord, Lionel Jeffries—English-made
MURDER MOST FOUL—Margaret Ruthertord, Terry Scott
OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer
ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
● Fargo		U
● Fate Is The Hunter		Fox
● Father Goose		U
● Favor, The		U
FBI Code 98	AI	WB
● Fear		A-I
● Ferry Cross The Mercey		UA
● Finest Hours, The		Col.
● First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	AI	MGM
● Fluffy		U
For Those Who Think Young	A3	UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb

G

● Gallegher		BV
● Ghost At Noon		Emb.
Giant Monster, The		For.
● Girl Happy		MGM
Girl With Green Eyes	A4	For.
Given Word, The		For.
Glass Cage, The		Misc.
Gladiators Seven	A-I	MGM
Global Affair A	A3	MGM
● Godzilla Vs The Thing		AI
Gold For The Caesars	A2	MGM
Golden Arrow, The	AI	MGM
● Goldfinger		UA
Goliath And The Vampires	A2	A-I
Gone Are The Days	A2	Misc.
● Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
Grand Olympics, The		For.
● Graveside Story, The		A-I
● Great Race, The		WB
● Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
● Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
● Guns At Batasi		Fox
● Guns Of August		U

H

● Hallelujah Trail, The		UA
Hard Day's Night, A	AI	UA
● Harvey Middleman, Fireman		Col.
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
He Rides Tall	B	U
● Hellfire Club		Emb.
● Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	AI	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
● High Wind In Jamaica, A		Fox
Honeymoon Hotel	B	MGM
Hootenanny Hoot	A2	MGM
● Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
● House Is Not A Home, A	B	Emb.
● How To Murder Your Wife		UA
How The West Was Won	AI	MGM
● Hush, Hush, Sweet Charlotte		Fox

I

I'D Rather Be Rich	A2	U
● I'll Take Sweden		UA
Incredible Journey, The	AI	BV
● In Harm's Way		Par.
In The French Style	A3	Col.
Incredible Mr. Limpet, The	AI	WB
Intimate Diary Of Artists' Models		Misc.
● Invitation To A Gunfighter		UA
Island Of The Blue Dolphins	AI	U
● It's Alive		AI
It's A Mad, Mad, Mad, Mad World	AI	UA

J

● John Goldfarb, Please Come Home		Fox
Johnny Cool	B	UA
● Joy House		MGM
● Joy In The Morning		MGM
● Judith		Par.

K

Killers, The	A3	U
Kings Of The Sun	A2	UA
● Kiss Me, Stupid		UA
● Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
● Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
Ladybug, Ladybug	A2	UA
Lady In A Cage	B	Par.
Lassie's Great Adventure	A1	Fox
● Last Man on Earth	A2	A-I
● Last Tomb Of Ligeia, The	A1	
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Leopard, The	A3	Fox
● Life In Danger, A	A2	AA
● Light Fantastic, The	B	Emb.
● Lilith	A4	Col.
● Little Prince And The Eight-Headed Dragon, The		Col.
● Lively Set, The		U
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
Looking For Love	B	MGM
● Lord Jim		Col.
Lorna		Misc.
● Love Has Many Faces		Col.
● Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.
● Loved One, The		MGM

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
Mail Order Birde	A3	MGM
● Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marnie	A3	U
● Marriage-italian Style		Emb.
● Mary Poppins		BV
Mary, Mary	A2	WB
Masque Of The Red Death	B	AI
● Master Spy	A1	AA
McHale's Navy	A1	U
● MGM's Big Parade Of Comedy.	A1	MGM
McLintock	A1	UA
● Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
● Mister Moses		UA
Mistress For The Summer, A	C	For.
Moon-Spinners, The	A1	BV
Move Over, Darling	A3	Fox
● Murder Ahoy		MGM
● Murder Most Foul		MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
● My Fair Lady		WB
My Son, The Hero	A1	UA

N

● Naked Kiss, The	A3	AA
● Navajo Run		AI
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
New Kind Of Love, A	B	Par.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
● Night Train To Paris		Fox
● Night Walker, The		U
Night Watch, The		For.
Nightmare	A2	U
No, My Darling Daughter	A2	For.
● None But The Brave		WB
Nothing But The Best		For.

O

● Of Human Bondage	B	MGM
Of Love And Desire	B	Fox
Of Wayward Love	C	For.
Of Women and Pleasures		For.
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
One Potato, Two Potato		Misc.
● One Way Pendulum		UA
● Only One New York		Emb.
● Operation Crossbow		MGM
● Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
● Out-Of-Towners, The	A3	WB
● Outrage, The		MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint
YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif
YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson
YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons
ZEBRA IN THE KITCHEN—Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6305 FUN IN ACAPULCO—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
6304 NEW KIND OF LOVE, A—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6318 PARIS PICK-UP—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
6322 PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry
6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 SON OF CAPTAIN BLOOD—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
WALK A TIGHTROPE—MD-69m.—Lan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made
6310 WHO'S BEEN SLEEPING IN MY BED?—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 WHO'S MINDING THE STORE?—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

COMING

CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis
IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
JUDITH—Sophia Loren, Peter Finch, Jack Hawkins
ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck
SYLVIA—Carroll Baker, George Maharis, Ann Southern
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 CONDEMNED OF ALTONA, THE—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
320 FAREWELL TO ARMS, A—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
311 LEOPARD, THE—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
324 MOVE OVER DARLING—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
319 OF LOVE AND DESIRE—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
323 TAKE HER, SHE'S MINE—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
326 THUNDER ISLAND—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean
APACHE UPRISING—(C)—Audie Murphy
EARTH DIES SCREAMING, THE—Willard Parker, Virginia Field
ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English
HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten
JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov
NIGHT TRAIN TO PARIS—Leslie Neilson, Eric Pohlman
PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa
REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux
RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone
SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker
THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter
WITCHCRAFT—Lon Chaney
ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht
6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
HARD DAY'S NIGHT, A—CMU-85m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizebeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Normen Vincent Peale—Ross
6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean
6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch
6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Sept. **WOMAN OF STRAW**—(C)—Gina Lollabrigida, Sean Connery
Sept. **BUDDHA**—(TR; C)—Japanese-made

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made
GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa
HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basehart—Mirisch
SECRET INVASION, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
6421 **BULLET FOR A BADMAN**—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program
6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names
6419 **ISLAND OF THE BLUE DOLPHINS**—D-99m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

• Pajama Party		AI
Palm Springs Week-End	B	WB
Panic Button	A3	For.
Paris Pick-Up		Par.
• Party, The		AA
Paris When It Sizzles	A3	Par.
• Passionate Thief, The	A3	Emb.
Patsy, The	A1	Par.
Pink Panther	A3	UA
• Playboy		Col.
• Play It Cooler		Col.
• Pleasure Seekers, The		Fox
• Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomania		Misc.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.

R

• Racing Fever	B	AA
• Rage To Live, A		UA
Raiders, The	A1	U
Raiders Of Leyte Gulf, The	A1	For.
Rampage	B	WB
Reach For Glory		Col.
Red Lips		For.
• Reward, The		Fox
Rhino	A1	MGM
Ride The Wild Surf		Col.
Ring of Treason	A2	Par.
• Rio Conchos		Fox
• Rise Of Genghis Kahn, The		Col.
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	A1	Par.
• Rounders, The		MGM
• Roustabout		Par.
Running Man, The	A3	Col.

S

Sadist, The		Misc.
• Samson And The Slave Queen	AI	A-I
• Sandokan, The Great		MGM
• Santa Claus Conquers The Martians		Emb.
• Satan Bug, The		UA
• Secret Door, The	A2	AA
• Secret Invasion, The	A2	UA
Seduced And Abandoned		For.
• Send Me No Flowers		U
• Senilita		Col.
Servant, The	A4	For.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
Seventh Dawn, The	B	UA
• Sex And The Single Girl	B	WB
• Shabby Tiger, The		UA
• Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	B	UA
Siege Of The Saxons	A1	Col.
• Signpost To Murder		MGM
Sin On The Beach		For.
• Sing And Swing		U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
• Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The	A1	Par.
• Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
• Station Six Sahara	B	AA
Stolen Hours	A2	UA
Stop Train 349	A2	AA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	A1	A-I
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
Sword In The Stone	A1	BV
Sword Of El Cid, The		For.
• Sylvia		Par.

T

•Taggart		U
Take Her, She's Mine	A3	Fox
Temahine	A3	MGM
Terror, The	A2	A-I
That Man From Rio	A2	For.
•These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina, The	AI	BV
3 Nuts In Search Of A Bolt		Misc.
•Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	AI	Col.
Third Of A Man	A2	UA
Third Secret, The	A3	Fox
•36 Hours		MGM
•Those Calloways		BV
•Those Magnificent Men In Their Flying Machines		Fox
•Thousand Clowns, A		UA
•Three Stooges Meet The Gunslingers, The		Col.
Thunder Island	A2	Fox
Tiger Walks, A	AI	BV
•Tiko And The Shark		MGM
•Time Travelers, The		A-I
Tom Jones	A4	UA
Tomorrow At Ten		For.
•Topkapi		UA
Torpedo Bay	A3	AI
Touch Of Hell, A		For.
•Train, The		UA
•Traveling Lady, The		Col.
Troublemaker, The		Misc.
•Truth About Spring, The		U
20,000 Leagues Under The Sea-Re.	AI	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM
•Two On A Guillotine		WB

U

•Unearthly Stranger, The	AI	A-I
•Under Age	B	AI
Under The Yum Yum Tree	A4	Col.
Unsinkable Molly Brown, The	A2	MGM

V

•Vice And Virtue	B	MGM
Victors, The	A3	Col.
•Visit, The	A4	Fox
Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM
•Von Ryan's Express		Fox
•Voyage To The End Of The Universe		A-I

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Wall Of Noise	B	WB
Walls Of Hell, The		Misc.
War Is Hell	A2	AA
•Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
Wheeler Dealers, The	A2	MGM
•Where Love Has Gone	A3	Par.
•White Savage		AA
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	AI	Par.
Wild And Wonderful	AI	U
•Witchcraft		Fox
•Women Of Straw	A3	UA
•Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA
•World Without Sun		Col.

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yanco		For.
Yank In Viet-nam, A	AI	AA
•Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
•Young Girls Of Good Family		Emb.
•Youngblood Hawke	A3	WB
Young And Willing	A4	U
•Young Cassidy		MGM
•Young Fury		Par.
Young Go Wild, The		For.
•Young Lovers, The		MGM
Young Racers, The	A2	A-I
Young Swingers, The	AI	Fox
•Your Cheatin' Heart		MGM

Z

•Zebra In The Kitchen		MGM
•Zorba, The Greek		Fox
Zulu	A3	Emb.

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FAVOR, THE—(TC)—Rock Hudson, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
GUNS OF AUGUST—World War I Documentary
LIVELY SET, THE—(C)—James Darren, Pemela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
SING AND SWING—David Hemmings, Joan Newell—English-made
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
363 **DISTANT TRUMPET, A**—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 **DR. CRIPPEN**—D-98m.—Donald Pleasence, Coral Browne, Samanthe Egger—5133 (2-19-64)—Fair Import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 **FBI CODE—98**—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Mertin, Anita Ekberg—5122 (1-8-64)--Western has angles for boxoffice action
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dueller
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (B-21-63)—Two men and a woman on safari is interesting drama
ROBIN AND THE 7 HOODS—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra,, Clint Walker
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV,-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLACK LIKE ME—D—107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental
BLOCK, THE—MD-67m.—Lillian Rels, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
GLASS CAGE, THE—MD-84m.—Arline Sex, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on Integration for limited market—Hammer Bros.
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Phillps, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Ratt—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made in Philippines—Hemisphere
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary —American Film Dist.

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ADORABLE JULIA—C—94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BANDITS OF ORGOSOLO—D-98m.—Michele Cossu, Peppeddu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLACK DUKE, THE—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

BOMB IN THE HIGH STREET—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere

CHALLENGE TO LIVE—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho

DEVIL DOLL—D—80m.—Bryant Halliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DOULOS THE FINGER MAN—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GIVEN WORD, THE—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Flimed in Brazil; English titles—Lionex

GRAND OLYMPICS, THE—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MISTRESS FOR THE SUMMER, A—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films

NIGHT WATCH, THE—D—118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion

NO, MY DARLING DAUGHTER—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.

NOTHING BUT THE BEST—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.

OF WAYWARD LOVE—COMP—91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary

OF WOMEN AND PLEASURES—COMP.-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union

ORGANIZER, THE—D—126m.—Marcello Mastriolanna, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental

PANIC BUTTON—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere

RED LIPS—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.

SERVANT, THE—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made

SEDUCED AND ABANDONED—CD—118m.—Saro Urzi, Stefania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles—Continental

SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC

THAT MAN FROM RIO—C-114m.—(EC)—Jean-Paul Belmonde, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert

TOMORROW AT TEN—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor

TOUCH OF HELL, A—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films

WEEKEND—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.

YANCO—D-85m.—Ricardo Ancona,—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

YOUNG GO WILD, THE—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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19310 Golden Eggs
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105 Islands Of The Sea
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127 Bear Country (Re-issue)
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094 Legend Of Sleepy Hollow (Re-issue)
114 Hound That Thought He Was A Raccoon
118 Horse With The Flying Tail

Columbia

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7706 (Mar.) Chicken-Hearted Wolf
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7604 (Nov.) Little Rover
7605 (Nov.) Christopher Crumpet
7606 (Dec.) A Boy and His Dog
7607 (Jan.) Rooty Toot, Toot
7608 (Jan.) Snow Time
7609 (Feb.) Emperor's New Clothes
7610 (Mar.) Little Boy With A Big Horn
7611 (Mar.) The Foxy Pup
7612 (Apr.) Let's Go
7613 (May) Gerald McBoing Boing
7614 (June) Bon Bon Parade
7615 (July) Madeline

CANDID MICROPHONE

7551 (Sept.) No 1 Series 4
7552 (Nov.) No. 2 Series 4
7553 (Jan.) No. 3 Series 4
7554 (Mar.) No. 4 Series 4

WORLD OF SPORTS

7801 (June) Hunting Unlimited (Color)
7802 (Aug.) Rasslin Rampage

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THE THREE STOOGES (REISSUES)

7401 (Sept.) Husbands Beware
7402 (Oct.) Creeps
7403 (Nov.) Flagpole Jitters
7404 (Jan.) For Crimin Out Loud
7405 (Feb.) Rumpus In The Harem
7406 (Apr.) Hot Stuff
7407 (May) Scheming Schemers
7408 (July) Commotion In The Ocean

COMEDY FAVORITES (REISSUES)

7431 (Oct.) Stop Look and Listen (Quillan & Vernon)
7432 (Nov.) Tall Dark and Handsome (Hugh Herbert)
7433 (Dec.) Training For Trouble (Schilling & Lane)
7434 (Jan.) He Popped His Pistol
7435 (Mar.) Wife Decoy
7436 (June) Pardon My Terror

ASSORTED FAVORITES (REISSUES)

7421 (Sept.) Spies and Guys (Joe Besser)
7422 (Nov.) General Nuisance (Buster Keaton)
7423 (Dec.) Hook A Crook (Joe Besser)
7424 (Feb.) So's Your Antenna (Harry VonZell)
7425 (Apr.) She's Oil Mine (Buster Keaton)
7426 (May) Meet Mr. Mischief

SERIALS (REISSUES)

7120 (Oct.) The Batman
7140 (Mar.) Roar Of The Iron Horse
7160 (July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS (METROCOLOR)

W-361 (Sept.) Switchin' Kitten
W-362 (Oct.) Down and Outing
W-363 (Dec.) Greek To Me-ow
W-364 (Jan.) High Steaks
W-365 (Mar.) Mouse Into Space
W-366 (Apr.) Landing Stripling
W-367 (June) Calypso Cat

NEW TOM AND JERRY CARTOONS (METROCOLOR)

C-6431 Dickie Moe
C-6432 Cartoon Kit
C-6433 Tall In The Trap
C-6434 Sorry Safari
C-6435 Buddies Thicker Than Water
C-6436 Carmen Get It

GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

W-6461 Puss Gets The Boot
W-6462 Fraidy Cat
W-6463 Dog Trouble
W-6464 Bowling Alley Cat
W-6465 Fine Feathered Friend
W-6466 Sufferin' Cat
W-6467 Lonesome Mouse
W-6468 Mouse Comes To Dinner
W-6469 Baby Puss
W-6470 Zoot Cat
W-6471 Million Dollar Cat
W-6472 Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia
T23-1 Fascinating Finland
T23-2 Mayflower, U.S.A.
T23-3 Commuting For Adventure

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche
C23-1 Panhandling On Madison Avenue
C-23-2 Fizzicle Fizzle

SPECIAL

B23-1 Jamboree At Marathon
B23-2 Wyoming Snapshot

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers
D23-3 Speed On Ice
D23-4 Best In Show
D23-5 On The Bounce

20th Century-Fox

MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

7313 (June) Pope John XXIII

MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

7301 (Jan.) Two On A Pass
7302 (Feb.) Maine, U.S.A.
7303 (March) Sports, Wacky and Wet
7304 (April) Fairytale Land—Denmark
7305 (May) San Fan See
7306 (June) Rangers of Yellowstone
7307 (May) Bermuda Moods
7308 (July) Green Gold
7309 (Nov.) Atomic Lady
7310 (Dec.) Tasmania
7311 (Dec.) The Swedish Look
7312 ( ) Portugal

TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

5301 (Jan.) Fight to the Finish
5302 (March) Astronaut
5303 (April) Missing Genie
5304 (April) Tea Party
5305 (June) Sidney's White Elephant
5306 (June) Trouble In Baghdad
5307 (July) A Bell For Philadelphia
5308 (Aug.) Driven To Extraction
5309 (Sept.) The Big Clean-Up
5310 (Nov.) Split-Level Treehouse

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5321 (Jan.) Tea House Mouse
5322 (Feb.) To Be Or Not To Be
5323 (March) The Juggler of Our Lady
5324 (May) Pearl Crazy
5325 (July) Cherry Blossom Festival
5326 (Oct.) Spooky-Yaki

Universal-International

TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

4301 (Jan.) Land Of The Long White Cloud
4306 (Apr.) Four Hits And A Mister

SPECIAL

4304 (Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371 (Jan.) Steel Bands—Tropical Music (CS)
4372 (Feb.) A Picture For Jean
4373 (Mar.) A Bridge Named Emma (CS)
4374 (Apr.) End Of The Plains
4375 (May) Island Spectacular
4376 (June) The Unknown Giant
4377 (July) This Is The Place
4378 (Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331 (Jan.) Woody Meets Davy Crewcut
4332 (Feb.) Box Car Bandit
4333 (Mar.) Unvearable Salesman
4334 (Apr.) International Woodpecker
4335 (May) To Catch A Woodpecker
4336 (June) Round Trip To Mars
4337 (July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311 (Jan.) Fish and Chips
4312 (Jan.) Greedy Gabby Gator (WW)
4313 (Feb.) Coming Out Party
4314 (Mar.) Case Of The Cold Storage Yegg
4315 (Mar.) Robin Hoody Woody, (WW)
4316 (Apr.) Charlie's Mother-In-Law
4317 (May) Stowaway Woody (WW)
4318 (May) Hi-Seas Hi-Jacker
4319 (June) Shutter Bug (WW)
4320 (July) Salmon Loafer
4321 (July) Coy Decoy (WW)
4322 (Aug.) Goose In The Rough
4323 (Sept.) Tenant's Racket (WW)
4324 (Oct.) Pesky Pelican
4325 (Oct.) Short In The Saddle (WW)
4326 (Nov.) Goose Is Wild
4327 (Nov.) Tepee For Two (WW)
4328 (Dec.) Science Friction (WW)
4329 (Dec.) Calling Dr. Woodpecker (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

2701 (9-7-63) The Unmentionables
2702 (9-28-63) Aqua Duck
2703 (11-9-63) Claws Of The Lease
2704 (11-30-63) Transylvania 6-5000
2705 (12-28-63) To Beep Or Not To Beep
2706 (2-8-64) A Message To Gracias
2707 (2-29-64) Bartholomew Vs The Wheel
2708 (Mar.) Freudy Cat
2709 (Apr.) Nuts And Volts
2710 (May) The Iceman Ducketh
2711 (June) War and Pieces
2712 (June) Hawaiian Aye Aye
2713 (Aug.) Senorella and Glass Huarache

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare
2724 (July) False Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

2301 (9-14-63) Yankee Dood It
2302 (10-12-63) Gone Batty
2303 (11-16-63) From A To Z-Z-Z
2304 (12-21-63) Tweet Zoo
2305 (1-25-64) Weasel Stop
2306 (2-15-64) Tobasco Road
2307 (Mar.) Greedy For Tweety
2308 (Apr.) The High And The Flighty
2309 (May) Pests For Guests
2310 (June) Birds Anonymous
2311 (July) Raw Raw Rooster
2312 (Aug.) Kiddie's Kitty
2313 (Aug.) Fox Terror

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

2001 (1-11-64) With Their Eyes On The Stars
2002 (5-23-64) Report From San Juan
2003 (5-30-64) Silver Lightning

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

2501 (9-21-63) A Wish And Ticino
2502 (10-26-63) Unfamiliar Sports
2503 (12-14-63) Cheyenne Days
2504 (2-1-64) Kingdom Of The Saguenay
2505 (Apr.) A Look At Log Island
2506 (Aug.) They Fly Thru The Air

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WANTED: FILM BUYER and booker for independent middle-atlantic circuit. Must be fully capable and experienced. Permanent position. References requested. **BOX C85, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DIVISION MANAGER, 20 years with leading independent circuit, seeking similar position New York-New Jersey area. Thoroughly experienced deluxe, sub-run, drive-in operations, advertising, exploitation. Top references. **BOX A729, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Experienced manager for Main Line Philadelphia theatre. Reply stating experience, availability, expected salary, etc. **BOX B85, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

YOUNG MAN, 26, desires job with theatre circuit. Experienced in theatres and touring shows. Would prefer job requiring travel. Further information on request. **BOX A85, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED THEATRE supervisor and film buyer in three exchange areas. Would like top management opportunity. Age 40, family, college. Excellent food management background. **BOX A812, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER WANTED. Permanent position, year-round indoor theatre. Must efficiently keep a neat, smooth running operation. Some exploitation. South Jersey area. Send résumé and photo. **BOX B812, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

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PROJECTIONIST desires position in Florida or California. 26 years old with eleven years experience. Can furnish references. Must be permanent position. **LEWIS L. HAAS, 329 Maclay St., Harrisburg, Pa. 17110.** (729)

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MOTION PICTURE EXHIBITOR

AUGUST 19, 1964
Volume 72 Number 6
IN TWO SECTIONS • THIS IS SECTION ONE

TOA Agenda Set For Chicago Meet

(See Page 5)

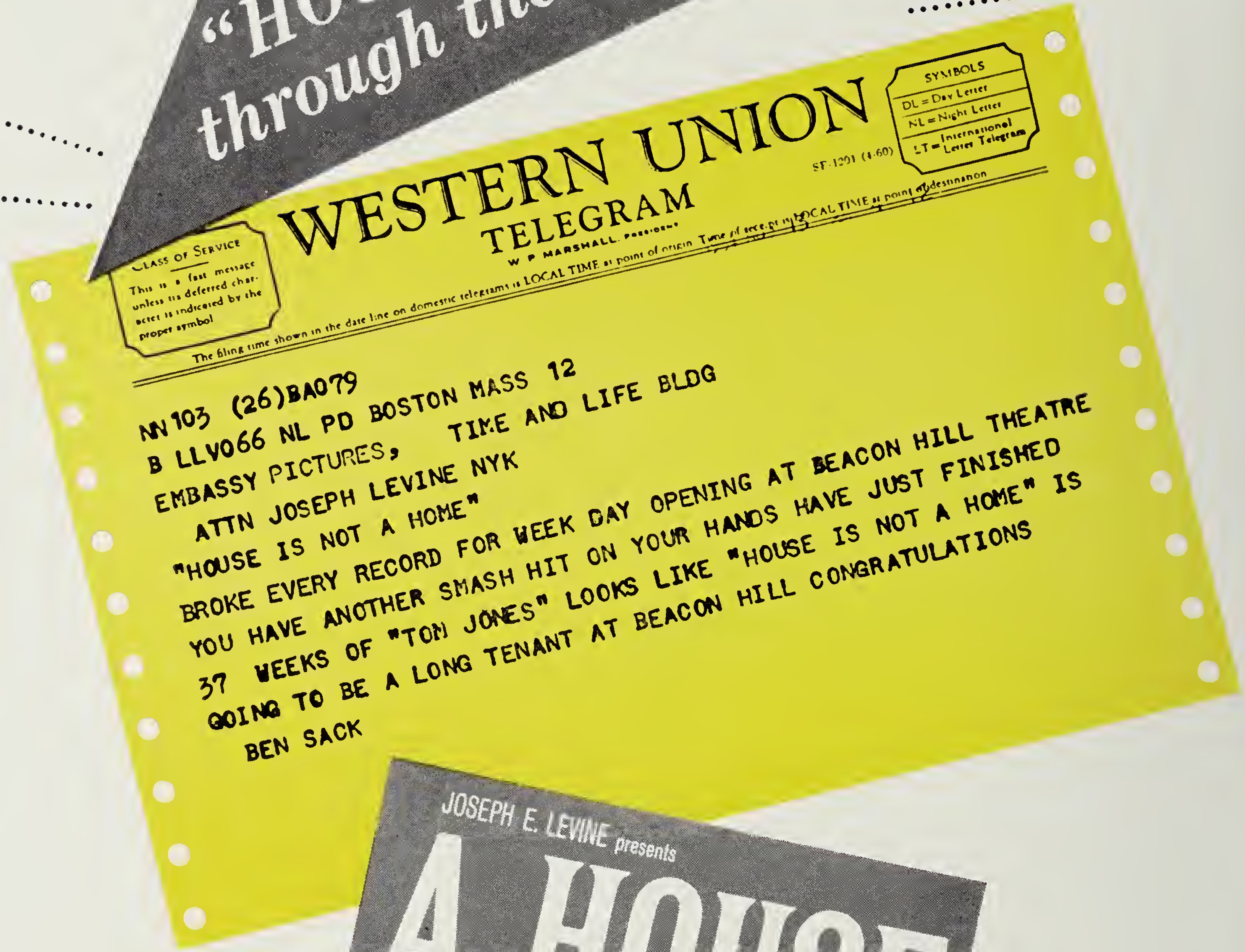
U.S. Pulls Out Of Venice Fete

(See Page 8)

Max Youngstein is producer of Columbia's "Fail-Safe," to be shown as the first American entry in the New York Film Festival, starting Sept. 14 at Lincoln Center. Those who have seen the suspense shocker say Max and Columbia could strike a real blow for peace on earth if men like Khrushchev, Castro, and Nasser could be induced to see it.

A CHILD SHALL LEAD THEM . . . *see editorial—page 3*

"HOUSE" goes through the roof!



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MEMBER AUDIT BUREAU OF CIRCULATIONS

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Volume 72 • No. 6

AUGUST 19, 1964

A CHILD SHALL LEAD THEM

Homer I. Tegtmeier, California and Ohio circuit operator headquartered in San Francisco and a valued subscriber, sends along an interesting exchange of newspaper letters between two theatregoers in Fairfield, Calif., where he operates two theatres.

The first letter to the Fairfield Daily Republic was addressed to "Mothers of Fairfield." It deserves an award for sweeping generalizations. Here goes:

"Are you checking out the movies you are letting your children watch or are you just dropping them off and picking them up? This mother attended a movie with her children for a change and brother what a shock was in store. The trash on that film wasn't decent enough to flush down my toilet. Better look into some of these movies, mothers, and it will answer a lot of questions on where did my child hear that. Or where did my child learn that? There is little we can do for the mothers who drop off their children at the movie for cheap baby-sitting but we can try. That little one might be our child's best friend. If we all pull together we can lick this thing. O yes, that drive-in movie is something else. That I wouldn't be seen dead at the majority of the time. I personally have not attended it."

Those were the views of a Mrs. Smith, and she is entitled to them. The answer came later from a young lady in high school. She writes:

". . . Too bad that Mrs. Smith based her opinion of the entire year's movie shows on only one show. I have found that in general they are pretty good—but this is only my opinion. The behavior of a child in public reflects upon his home life and parents rather than the latest movie which has been shown. When a parent is content to rely upon a movie house to give their children the care that they need—then this also reflects back to the parents . . . In our present society of speed, pressure, and changing morals, our children need to thrive and grow in mind and body to prepare them to take their place in the world that their parents have left to them. The movie house doesn't fill these needs (and shouldn't have to). As for the local drive-in theatre, how can Mrs. Smith criticize it if she has never attended it? I consider the drive-in more economical and enjoyable for family theatregoing than the downtown theatre. Has it ever occurred to others that what one person might enjoy, another wouldn't? A person might consider a movie good on the basis of acting or directing skills, while another might consider camera techniques, plot, or scenery. One person might not like heavy dramas and enjoy light comedy, while another might not like melodramas and light comedy and enjoy musicals. Voicing a person's opinion is a guaranteed right of every individual in our country, but forcing an opinion upon others who do not share the same convictions is tyrannical and unjust. A group of mothers that would force the theatre to show a certain type of film would be no more than dictators violating every person's right of a free choice."

The Bible says "a child shall lead them." Here it would seem the child makes a good deal more sense than the adult. Andy Chantlas, manager of the Fairfield theatres, sent a note of thanks and free passes to Miss Pati Pate. He put it this way: *". . . not because I feel that you have taken our side, but rather because your article contains a well worded approach to the subject and certainly one that reflects maturity of mind."*

We echo these sentiments. Thanks, Miss Pate, for proving that our teenagers are often a great deal more intelligent than we give them credit for. Thanks also for providing exhibitors everywhere with ammunition for their never-ending battle against unjust and unwarranted criticism.

ON SHIFTY CRITICS AND FAST DEALS

Paramount's George Weltner aptly remarked: *"The average person who goes to the movies wants rest and respite from the cares of the day; he expects entertainment."* Well said and absolutely true.

It occurs to us that this is something the smart-aleck reviewers who delight in blasting "entertainment" films might keep in mind. Recently, we have been engaged in a one-sided controversy with LIFE Magazine concerning some of their reviews. In the best style of critical "butchers," they have rapped "THE CARPETBAGGERS" and "WHAT A WAY TO GO," among others. As anyone in the business or interested in the business knows, these two entertaining films have both proved to be mighty crowd-pleasers. To the great credit of the public, LIFE's criticisms have fallen on deaf ears.

We called it a one-sided controversy because we wrote to LIFE concerning these reviews. Our letters never appeared in the publication, and we did not even receive the courtesy of a reply, which did not really surprise us. It seems that LIFE is never wrong (at least as far as LIFE is concerned).

Recently reviewing Universal's fine family film, "ISLAND OF THE BLUE DOLPHINS," LIFE Headlined it, "NEWS! A FILM FIT FOR KIDS." How coy can you get—and how unfair. The intimation, of course, is that there has never been a film fit for kids before this one. Actually, it makes you wonder just what critics and headline writers are for.

While we're letting off steam, here is another topic that has many exhibitors talking to themselves. A subscriber in for a chat brought up the host of big deals being set by Pat Weaver's pay-TV firm with major companies for feature films. Announced at the rate of just about one a day, they made our friend wonder just where the principals found the time to set them up so quickly. He understands that the film companies may be bound by legal rulings they can't escape to sell their films to pay-TV, but the timing has been hectic, to say the least. Of course, there is no collusion in this industry and everybody always acts completely on his own. That's what the Justice Department says, anyway, and how can the Justice Department be wrong?

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A girl, **Marsha Susan**, was born to **Madeleine Nathan**, wife of **Allan Nathan**, Columbia home office exploitation department.

A girl, **Alicia**, was born to **Mr. and Mrs. Sheldon Tromberg** at Holy Cross Hospital, Washington, D.C. Tromberg is president of Boxoffice Attractions, Inc., Washington. It is the couple's third child.

Gold Bands

Tom Carlisle, Eon Productions' publicity manager for "Goldfinger" and well-known film industry publicist, was married in London to **Ann Margaret Wright**, a former secretary with Life Magazine.

Diamond Rings

Mr. and Mrs. Salvatore Billitteri, Garden City, L. I., announced the engagement of their daughter, **Marion Elizabeth**, to **John Francis Lundie, Jr.**, McKeesport, Pa., a Hofstra University honor graduate who will attend the Downstate College of Medicine of the University of the State of New York this fall. Billitteri is east coast production head of American International Pictures.

Obituaries

C. E. Bond, 42, central division manager, MGM-TV's syndicated sales, died of a heart attack after playing polo. He had been connected with theatrical film and television programming for the last 18 years and worked for United Artists, 20th-Fox, NBC Films, and CBS Films before joining the sales force at MGM-TV's midwest sales office last November. He is survived by his wife, three daughters, and a son.

Benjamin Caplon, 66, Washington, D.C., Columbia branch manager, died. A 40-year veteran of Washington Film Row, he is survived by two married daughters, five grandchildren, a brother, and a sister.

Richard Falconer, 18, son of **Haven Falconer**, MGM's director of production research, was killed in an auto accident near Albany, N.Y.

Ian Fleming, 56, whose **James Bond** spy thrillers have been made into hit films including United Artists' "Dr. No" and "From Russia With Love" and the soon to be released "Goldfinger," died of a heart attack in England. He was a former war correspondent.

John E. Otterson, 83, a pioneer in "talkie" movies, who in 1924 developed equipment for American Telephone and Telegraph Company's Bell Laboratories, died in Norwalk, Conn., hospital after a long illness. He was also a general manager for Electrical Research Products, Inc., at one time, as well as president of Paramount Pictures Corporation and Radio Wire Television Corporation of America.

NGC Earnings Soar

LOS ANGELES—Earnings of National General Corp., for the 39 weeks ended June 23, climbed to $1,471,055, or 41 cents a share, approximately double the similarly computed net income of $732,706, or 21 cents a share, for the same period last year.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUGUST 17

Gala Benefit Openings For Kansas City Twins

KANSAS CITY—Benefit midwest premier showing of "Night of the Iguana" combined with opening of Durwood Theatres' new twin Embassy Theatres here to raise more than $1,000 for St. Jude Research Hospital at Memphis. Two theatres with capacity just over 600 played to capacity all day, except for the two supper shows.

Completion of the theatres came just minutes before the doors were opened to patrons after all night work by theatre execs and craftsmen for two days running. Opening revealed theatres with a feeling of intimacy for picture viewing and luxurious appointments in keeping with income levels of apartment dwellers of Country Club Plaza, expected to furnish greatest percentage of patrons.

Embassy Theatres are the second set of intimate twins built by Durwood, which opened the Parkway One and Parkway Two about a year ago in the Ward Parkway Shopping Center. The new twins are lower level located, and next to free parking for over 400 cars.

Four way cooperation for the benefit came from MGM, permitting showing of the picture in advance of its downtown opening Sept. 2 at the Roxy Theatre; KMBC-TV-AM-FM, which turned full promotion on the event; Plaza Merchants Association, with $500 in gift bonds for merchandise from Plaza shops; and Durwood Theatres.

Embassy Theatres began regular operation with first second run of "Carpetbaggers" in Embassy One and "World of Henry Orient" in Embassy Two. Admission policy is to be $1.25.

Three D-Is To Redstone

BOSTON—Redstone Theatres has acquired the Semri Drive-In, Silvis, Ill.; Memri Drive-In, Milan, Ill.; and Oasis Drive-In, Davenport, Iowa, from Independent Amusements, Inc.

Cary Grant, who has just finished starring in Universal's "Father Goose," was recently named the most popular actor of 1964 in a survey conducted by the Los Angeles Patrons of Fine Arts; and Mrs. Russell H. Pesante, president of the organization, presents him with the Apollo Award, given annually to the favorite actor and actress representing wholesome family entertainment.

BROADWAY GROSSES

Beatles Invade Main Stem

NEW YORK—Led by MGM's "The Unsinkable Molly Brown," Radio City Music Hall, and Columbia's "Behold A Pale Horse," Victoria, the Broadway first runs had a hectic and profitable week, including the advent of The Beatles in "A Hard Day's Night," Astor.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with usual stage show, did $120,661 for Thursday through Sunday, with the fifth week sure to tally $219,000.

"NIGHT OF THE IGUANA" (MGM). DeMille reported $40,000 for the second session.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 39th week was $20,779.

"BECKET" (Paramount). Loew's State did $16,000 on the 23rd week.

"CIRCUS WORLD" (Paramount). Loew's Cinerama announced that the eighth week was $17,000.

"A HARD DAY'S NIGHT" (UA). Astor opened with the Beatles' first feature to a $26,000 week.

"BEHOLD A PALE HORSE" (Columbia). Victoria claimed $39,000 for the initial stanza.

"WHAT A WAY TO GO" (20th-Fox). Criterion tallied $18,000 for the last eight days, including the 14th week.

"CLEOPATRA" (20th-Fox). Rivoli announced that the 62nd week would reach $8,000.

"ROBIN AND THE 7 HOODS" (Warners). RKO Palace took in $30,000 for the second week.

"Lovers" Gets Campus Reps

NEW YORK—Cheryl Snyder, junior at the University of Pittsburgh, has been selected as the second campus representative for the MGM release of Sam Goldwyn Jr.'s "The Young Lovers."

The college publicity unit, consisting of three college students: Scott Conant, sophomore at the University of Virginia; Regina Nadelson, junior from Vassar; and Bill Nealon, senior at Holy Cross, was organized to formulate the campus advertising, publicity and promotional campaigns for the film. To implement the campaigns, they will choose over 50 campus representatives at major universities throughout the country.

MGM Tops $3 Million

NEW YORK—For the week ending Aug. 13, Metro-Goldwyn-Mayer recorded a weekly film rental gross from both the domestic and international markets in excess of $3,000,000, it was announced by Metro-Goldwyn-Mayer president Robert H. O'Brien.

This is the fourth time during the past seven weeks that MGM has recorded a weekly film rental gross in excess of $3,000,000. The record breaking trend began with a $3,350,000 film rental gross which was recorded for the first week of July.

TOA Plans Lively Chi Sessions

Rowley Sets "Answer Shop" On Small Theatre Operations; Industry Veterans Slated for Special Honors At Luncheon

NEW YORK—Two "Answer Shops," one covering drive-in theatre operations and the other covering small town situations, will be a new feature of the 1964 Theatre Owners of America Convention in Chicago, Sept. 28-Oct. 2.

John H. Rowley, TOA president, described the "Answer Shops" as "fast-paced, shirt-sleeves workshops in which well known and respected theatre operators will strive to answer questions about problems and matters pertaining to drive-in and small town theatre operations."

There will be no speech-making, Rowley said. However, each member of the special panel will have an opportunity to make some comments of approximately five minutes on any phase which he feels will be of interest and profitable to the exhibitors present. After the short presentations, the program will be thrown open to questions from the floor.

Rowley said the major purpose of the Answer Shops would be to provide a timely exchange of views which generally is one of the most important and productive phases of any convention. It will give everyone present an opportunity to participate, he said.

Fete 40 Yr. Vets

Exhibitors who have been active in theatre operation for 40 years or more will be honored at one of the luncheons during the convention.

To be eligible, an exhibitor must have been in the business since Sept. 15, 1924, or before. The 40-year-or-more veterans will be spotlighted in special ceremonies and will have honor seats on the dais.

Eligible exhibitors who are planning to attend the Convention should contact TOA headquarters at 1501 Broadway, New York 36.

Gala Ladies Program

A gala round of activities has been planned for the wives of the conventioneers.

The Women's Program will get under way on Wednesday, Sept. 30, with a luncheon in the colorful Mayfair Room of the Sheraton-Blackstone Hotel. A novel presentation tiled "How to be a Junk Picker" will be a highlight of the opening program.

On Thursday, Oct. 1, the ladies will be treated to a luncheon in the posh Buckingham Room of the new Continental Hotel. A feature of the affair will be a program titled "Love Makes the World Go 'Round," described as being "light, airy and entertaining." Folk songs will be sung at the conclusion of this program which will tie in with a tour of Old Town immediately following the luncheon.

The site for the Friday brunch will be the Drake Hotel where, in the beautiful Camellia House, a hilarious comedy skit titled "Madame Chairman" will be presented.

The "How to be a Junk Picker" feature is a tongue-in-cheek lecture covering 100 restored and restyled objects acquired from second-hand stores and even garbage cans.

"Love Makes the World Go 'Round" is a program presented by Suzanne Johnson, Miss Illinois, who was a finalist in the Miss America contest. Her songs range from opera to musical comedy and she finishes with folk music. Old Town is Chicago's Greenwich Village.

"Madam Chairman" is an original skit of a woman presiding at her club meeting.

MGM, Columbia Provide Films For Calif. Pay-TV

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, and Sylvester L. "Pat" Weaver, president of Subscription Television, Inc., announced that MGM will make 20 recent theatrical features available for showing on the California pay-tv system. STV services both Los Angeles and San Francisco.

In general, the films will be available for exhibition on the STV system within six to nine months after completion of first-run theatre engagements. The first MGM film has been scheduled for showing beginning the first week in September.

Included in the 20 picture deal are "The V.I.P.s," "The Wheeler Dealers," "The Prize," "Sunday in New York," "Kissin' Cousins," "The Haunting," "Advance to the Rear," "The Seven Faces of Dr. Lao," "Any Number Can Win," and "Mail Order Bride."

Columbia Pictures Corporation also has licensed 11 of its motion pictures for showing to pay television subscribers in both Los Angeles and San Francisco beginning immediately, it was announced by Weaver.

The films licensed by Columbia include "Bye Bye Birdie," "Under the Yum Yum Tree," and "Sundays and Cybele."

Spiegel Discusses Films With Interested Prelate

ROME—Producer Sam Spiegel received a private audience with His Holiness Pope Paul IV at the Vatican summer residence, Castel Gandolfo, during which many problems of the motion picture industry were discussed.

The deep interest that the Roman Catholic leader has for the film industry was manifested by the detail and length of the conversations in which Spiegel was engaged by the Papal head.

During the course of the meeting, the prelate raised the question of film censorship, urging the motion picture industry to exercise restraint in order to offset outside censorship. The Pope expressed himself as opposed to censorship of all kinds, indicating strong preference that the industry continue with its own self-regulated codes.

Spiegel reported being greatly moved by the interest and concern shown by His Holiness, and revealed that the Pope had requested he meet with him again in the near future to continue the discussions.

NGC Sets Second Feature With Yorkin-Lear Firm

HOLLWOOD—National General Corp. has concluded negotiations with Bud Yorkin and Norman Lear's Tandem Productions, Inc., for another feature picture, "Divorce American Style," it was announced by Irving H. Levin, NGC executive vice-president and head of Carthay Center Productions, its motion picture producing subsidiary.

The film, "a satire on the spectre of divorce in our society," will be produced and directed by Yorkin and Lear from a screenplay by Lear. Budgeted at $2 million, it is expected to roll before the end of the year in Hollywood.

Carthay Center's first motion picture, "What Are Little Girls Made Of?" is now in preparation in association with Tandem. NGC, theatre circuit operator and entertainment company, anticipates having five pictures in various stages of preproduction and production by this fall, the entertainment executive noted.

Carthay Center is in the advantageous position of being free from continuing studio and talent overhead, and can thus produce films at substantially lower costs than production companies with large and expensive organizations, said Levin. Every dollar Carthay spends, he emphasized, will go on the screen in entertainment values or in effective creation of public interest.

Allied Units Fight Pay-TV

KIAMESHA LAKE, N.Y.—At the final business session of the convention of Allied Theatre Owners of New Jersey and Allied Theatre Owners of New York State, at the Concord Hotel, the two groups voted to give financial support to the California exhibitors group for free tv.

Henry H. Martin, general sales manager of Universal, was honored as "Man of the Year" and received a plaque from Sidney J. Cohen, New York Allied president, at the concluding banquet. On the dais were Milton Rachmil, president of Universal, and Mrs. Rachmil; Sidney Cohen and Mrs. Cohen; Howard Herman, newly elected president of New Jersey Allied, and Mrs. Herman; Jack Armstrong, National Allied president, and Mrs. Armstrong; Milton London, National Allied executive director, and Mrs. London; Irving Dollinger, National Allied director, and Mrs. Dollinger; and Sam Engelman, who has been acting as president of New Jersey Allied, and Mrs. Engleman.

AB-PT Ups Dividend

NEW YORK—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors increased the regular quarterly cash dividend to 35 cents a share. The previous regular quarterly dividend was 25 cents a share. The dividend is payable on Sept. 15 to holders of record on Aug. 21. The board also decided not to declare a stock dividend in 1964.

The screen zeroes in on the most suspenseful adventure drama of our age!
FAIL SAFE
COLUMBIA PICTURES presents
A MAX E. YOUNGSTEIN·SIDNEY LUME
FAIL SAFE
starring DAN O'HERLIHY · WALTER MATTHAU · FRANK OVERTON · EDWARD BINNS · LARRY HAGMAN · and introducing FRITZ WE
Also starring HENRY FONDA as the President
Screenplay by WALTER BERNSTEIN · Based on the best-selling novel by EUGENE BURDICK & HARVEY WHEELER · Produced by MAX E. YOUNGSTEIN · Directed by

THE WHOLE INDUSTRY'S TALKING ABOUT IT!... FOR OCTOBER FROM COLUMBIA

nFAIL SAFE Columbia
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MOND WILLIE
state Circuit, Inc.

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an incredible
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ttering finish."

D B. WALLERSTEIN
ban & Katz Corporation

"We screened FAIL SAFE the other night and do not recall when a picture held us so spellbound. We are looking forward to performing this picture when it is released."

EDWARD L. HYMAN
American Broadcasting-Paramount Theatres, Inc.

"We just saw FAIL SAFE in our projection room. We think that it is one of the most suspenseful pictures that we have seen in a long time. We all think it will be one of the 'big ones' for the 1964-65 season and we are looking forward to tremendous grosses that we feel the picture will generate."

BERNARD MYERSON
Loew's Theatres, Inc.

1924 1964

No Official U.S. Participation In Venice Fete After 'Lilith' Row

NEW YORK—The United States will not officially participate in the 1964 Venice Film Festival. This decision was taken after consultation among officials of the Motion Picture Association of America, representing the eight major film producing companies; the Festival Film Selection Committee, representing the Directors' Guild of America, the Screen Actors' Guild, the Writers' Guild of America, and the Screen Producers' Guild; and officials of the United States Government.

The decision was made necessary by statements widely publicized in the Italian press, reporting that the Venice festival organizing committee was not satisfied with the American official entry, "Lilith." It was felt that this public prejudgment by the Venice festival committee of a film which was chosen as the official United States entry made impossible fair consideration for "Lilith" in the festival competition. The following statement was made by the above-mentioned American groups:

"The statements which appeared in the major Italian newspapers expressing dissension among the officials of the Venice festival has made it necessary for 'Lilith' to be withdrawn from the competition. The widespread reports of the prejudgement of this film by the Venice organizing committee eliminated any possibility of impartiality in the making of awards.

"Aware of the important opportunities inherent in film festivals for creating better inernational understanding, the Motion Picture Association of America, the Festival Film Selection Committee, and the United States Information Agency earlier this year joined together in an effort to organize the participation of the United States in the various festivals. In view of this, it is with regret that it has become necessary to withdraw from the Venice festival the official United States entry. In the absence of an official entry, the United States will send no official delegation to Venice, and the MPEAA will make no arrangements for participation of its officials.

"Finally, the USIA, the MPAA, and the Festival Film Selection Committee would like to urge that their action not be allowed to prejudice the opportunity of any independent American film already entered to receive fair appraisal."

EDITOR'S NOTE: In the Aug. 5 issue of MOTION PICTURE EXHIBITOR, Columbia's Bob Ferguson discussed U. S. policies with regard to film festivals, with particular attention to Venice and "Lilith."

NGC House For Denver

LOS ANGELES—As part of a major theatre expansion program, National General Corp. held ground-breaking ceremonies for its 220th motion picture theatre, an 800-seat showcase in the Lakewood section of Denver, it is announced by Eugene V. Klein, chairman and president of the Los Angeles-based theatre circuit operator and entertainment company.

Scheduled for opening early next year, the newest Fox Theatre is located in the center of a population area of 130,000 not served by a motion picture theatre, Klein pointed out. The showhouse will be operated by Fox Inter-Mountain Theatres, a wholly-owned NGC subsidiary.

MPAA Gets Fiscal Break With Brazilian Deposits

NEW YORK—Ralph Hetzel, acting president of the Motion Picture Export Association of America, Inc., announced that required deposit film accounts with the National Bank of Brazil have been reduced 50 per cent.

As the result of extended negotiations by Robert J. Corkery, MPEAA vice-president for Latin America, and Harry Stone, MPEAA manager for Brazil, this new ruling will in effect liberalize and make freely available large amounts of film earnings that formerly were tied up as long as seven months without interest.

Partially offsetting this gain, however, was a government ruling that a 20 per cent surcharge would be levied on all remittances. Thus, instead of remitting at the established bank rate of 1,200 cruzeiros per dollar, the amount needed to buy a dollar has been increased to 1,440. This surcharge is uniform for all persons. In final balance, however, the net effect is a substantial gain for the MPEAA member companies.

Lazarus To Para. Post

NEW YORK—Theodore R. Lazarus has been appointed advertising manager of Paramount Pictures, it was announced by Martin Davis, Paramount vice-president in charge of advertising and publicity.

LAZARUS

A veteran advertising executive, Lazarus was with Donahue and Coe Advertising Agency for 10 years as a motion picture advertising account executive. He has also held key advertising posts with the Charles Schlaifer Agency and Eagle Lion Films, and spent two years in the production of tv film commercials. He has resigned as vice-president of Banner Zack Associates to accept his new post.

At Paramount, Lazarus replaces Jerry K. Levine, resigned.

Disney Profits Steady

BURBANK, CALIF.—Roy O. Disney, president of Walt Disney Productions, announced that the consolidated net profit of Walt Disney Productions and its domestic subsidiaries for the nine months to July 4 was $4,468,000, equal to $2.51 per share on the 1,782,119 common shares outstanding, as compared with the similar period last year of $4,454,000 equal to $2.58 per share on the 1,725,049 common shares then outstanding. The third quarter net was 94 cents per share compared with $1.09 per share for the third quarter last year.

"We expect the current year net profits to be about the same as last year," Disney said.

"Strangelove" Script Credit Draws Kubrick Protest

NEW YORK—The following statement has been issued by Stanley Kubrick, producer-director of "Dr. Strangelove: Or How I Learned To Stop Worrying and Love the Bomb":

"In the seven months since the premiere of Dr. Strangelove, I have refrained from commenting on the numerous magazine and newspaper articles and interviews with Terry Southern in which he is referred to as 'the writer' or 'the author' of 'Dr. Strangelove,' though these references were plainly inaccurate and professionally damaging and embarrassing to Mr. Peter George and myself.

"However, now that a full page advertisement has been placed in the August 9 issue of the *New York Times*, featuring the copy, 'What happens when the director of Tom Jones meets the writer of Dr. Strangelove?' I have been strongly urged by my attorneys to publicly place Mr. Southern's contribution in its proper perspective, and to take legal action to restrain MGM and Filmways from repeating the advertisement.

"The first fact that should be noted is that the screenplay credit given on the main-title of the film and on paid advertising reads: 'Screenplay by Stanley Kubrick, Peter George & Terry Southern, Based on the novel *Red Alert* by Peter George.'

"At the time Mr. Southern arrived in England, in mid-November, 1962, with an assignment from Esquire Magazine to do a piece on 'Dr. Strangelove,' Mr. George and myself had been working on the screenplay for about 10 months. The film was cast, sets were under construction at Shepperton studios, and preparations were smoothly underway for a January 1, 1963, start of shooting. There were no script problems, the plot was closely based on Mr. George's novel, and the concept of nightmare comedy was now about eight months old. The actors were happy with their parts.

"A request was then received from United Artists, who were behind schedule with 'Pink Panther,' shooting in Italy, for us to delay our start date four weeks to January 28, in order to allow Peter Sellers to finish his role before starting 'Dr. Strangelove.'

"This request was granted and I decided to fill some of the time by doing additional work on the script to see if some more decoration might be added to the icing on the cake.

"Though he had never, to my knowledge, been employed as a screenplay writer, Mr. Southern was, and is, in my view, a uniquely talented novelist, whose comic style meshed perfectly with the existing style of the script.

"Mr. Southern was then employed from the period of November 16 to December 28, 1962, during which time I wrote in close collaboration with him.

"During shooting, which began on January 28, many substantial changes were made in the script by myself and/or Peter George, and sometimes together with the cast during improvisations. Some of the best dialogue was created by Mr. Sellers himself.

"Mr. Southern took no part in these activities, nor did he receive any further employment, nor did he serve in any consulting role. He visited the studio from time to time but never in any professional capacity.

"The most accurate way for me to sum up Mr. Southern's contribution to the film is to say that I am glad he worked on the script, and that his screenplay credit in third place is completely fitting and proportionate to his contribution."

NGC, Paramount Organize For Football Theatre-TV

LOS ANGELES—National General Corp. and Paramount Pictures Corp., through their subsidiaries, Theatre Color-Vision Corp. and International Telemeter Corp., have set up a joint venture for the presentation of National Football League home games on closed circuit, large screen tv in theatres in key cities. The venture will be known as "TCT."

National General has already concluded arrangements for the showing of 1964 home games of the world champion Chicago Bears in theatres in Chicago, and four home games of the Detroit Lions in theatres in Detroit. Both these agreements become part of the joint venture.

Irving H. Levin, NGC executive vice-president and Theatre Color-Vision head, and Leslie Winik, president of Telemeter, also disclosed that negotiations are continuing with other NFL clubs.

Offices of the venture wil be located in Los Angeles. Operations and administration of TCT's business affairs will be handled by Theatre Color-Vision Corp.

"The NFL agreements mark a new era in major sports presentation to the public through a medium whose sweeping potential has yet to be realized," Levin and Winik said in a joint statement.

"With this unique programming, we are only beginning to capitalize on the many possibilities inherent in closed circuit television for continuous showings of top sports events. We are carefully studying what we believe to be a completely new dimension in entertainment," they added.

Interstate Honors Edwards

HOLLYWOOD—Blake Edwards has been named "Director Of The Year" by Interstate Circuit, Inc., it was announced by Raymond Willie, vice-president and general manager of the southwest states circuit.

The annual Golden Star Award for "Director Of The Year" cites Edwards, "for his key role in the resurgence of comedy as a major boxoffice commodity, with such brilliant successes as 'A Shot In The Dark,' 'The Pink Panther,' 'Breakfast At Tiffany's,' and 'Operation Petticoat.'"

San Francisco City Gov't Hostile As Pay-TV Invades Northern Calif.

By MARK GIBBONS

SAN FRANCISCO—Pay television made its northern California debut here last week with the closed circuit televising of the Giants-Milwaukee baseball game by Subscription Television, Inc., but exhibitors hereabouts are not inclined to throw in the sponge. For one thing, they figure home-viewed baseball can do their box offices no more harm than the physical attendance at Candlestick Park, and the movie operators are not letting up on their statewide campaign for Proposition 15 on the November ballot which would outlaw STV or any other form of pay-tv in California.

The exhibitors also are heartened by the hostile attitude toward STV by the city government, from Mayor John Shelley and the Board of Supervisors on down. As in the case of the cinema houses, the city also has a heavy economic stake that is threatened by fee-tv, a dwindling attendance at Candlestick Park with resultant loss of parking lot revenue that pays off the city bonds floated four years ago to pay for the building and $50,000 yearly maintenance of the $15 million ballpark the Giants lease from the city.

There is no doubt the city will seek immediate court relief with an injunction and breach of contract suit against the owner of the Giants the moment the parking revenue is even slightly reduced. While they have the legal right to broadcast home games through any electronic media, the Giants are also firmly committed by their lease to use their "best efforts to insure the maximum occupancy of the stadium by the public."

Widespread utilization of telecasting of the home games is not calculated to enhance the city coffers, in the opinion of City Attorney Thomas M. O'Connor, who already has prepared the legal papers for prompt court action should it become necessary.

STV president Sylvester (Pat) Weaver has announced that more than 4,000 San Francisco homes in the densely residential Sunset district have been wired for the start of fee-tv. Again, the exhibitors are not overly pessimistic for a number of reasons. They remember similar STV claims a few weeks ago when the service was launched in Los Angeles and yet the first day's gross receipts were a mere $762.

Atlanta's Positive Approach

ATLANTA—While Atlanta may be without a censor or a city ordinance to back up one, the city does have a hard-working group of women who are making an effort to bring some sort of unofficial regulation to the product that appears on Atlanta screens.

Members devote much time to viewing pictures scheduled to open in the Atlanta area and make periodic reports. These reports are sent to churches, the press, clubs, schools, and parents-teachers group. They stress films worth seeing.

New officers for the Atlanta council are Mrs. E. L. McNiff, president; Mrs. A. P. Whitehead and Mrs. Mike Carmichael, vice-presidents; Mrs. J. F. Jernigan, recording secretary; Mrs. Asa T. Bearse, corresponding secretary; and Mrs. Thomas L. Wanton, treasurer.

Ease Coin Shortage; Aid N.E.'s Jimmy Fund

BOSTON—Every bank throughout New England endorses a proposal made by Variety Club's Jimmy Fund executive director William S. Koster.

In a joint effort to alleviate the critical coin shortage which in recent months has reached major proportions, banks throughout Massachusetts have joined with The Jimmy Fund in a unique plan to benefit this widely respected charity which is engaged in cancer research for children.

Endorsed by the Massachusetts Bankers Association, and viewed with approval by bankers in other New England states, the plan is to place in each banking office in the Commonwealth a Wishing Well where coins of all denominations may be dropped by way of contribution to The Jimmy Fund and thus restored to immediate circulation.

Jaffe Joins Seven Arts

NEW YORK—Herb Jaffe, head of the literary department of Ashley-Famous Agency, Inc., has joined Seven Arts Productions as a vice-president, it was announced by Eliot Hyman and Ray Stark, heads of Seven Arts.

He will be stationed at the company's offices in New York, but it is expected he will spend much of his time on the company's production activities both in Hollywood and Europe.

During his career he has been associated with MCA and was executive vice-president of Official Films. In 1957, he formed his own company, Herb Jaffe Associates, a literary agency which was later incorporated into Ashley-Steiner prior to its merger with Famous Artists.

ormed on Broadway through
ELECTRONOVISION
BURTON'S HAM
ON SEPTEMBER 23 & 24, 1964
ENTERTAINMENT HISTORY
WILL BE MADE THROUGH THE
MIRACLE OF RICHARD BURTON'S
HAMLET IN

A "Hamlet" seminar in New York was recently addressed by Warner Bros. vice-president Richard Lederer, director of advertising and public relations, with exhihbitors and Warner Bros. personnel involved in first Electronovision Theatrofilm presentation. At front with Lederer are, left to right, Morey (Razz) Goldstein, Warner Bros. vice-president and general sales manager; national publicity manager Joe Hyams; Alfred W. Crown and Alexander H. Cohen, producer and executive producer, respectively, of the "Hamlet" Theatrofilm, which will be presented Sept. 23-24.

Long Island Theatre Sues Embassy, Circuits For Denying First-Runs

NEW YORK—449 Central Ave. Corp., owner and operator of the Central, Cedarhurst, Long Island, commenced suit against Embassy Pictures Corp., RKO Theatres, Inc., and Genter Theatre Corp., accusing them of violations of the anti-trust laws of the State of New York and seeking an injunction and damages in the amount of $200,000.

The complaint alleges a conspiracy by the defendants to deprive the Central Theatre of a first run under the new "perimeter system" set up by Universal, Warner Bros., Embassy, and Buena Vista. It goes on to relate the fact that the Central had been advised that it would be on one of the "tracks" of the distributors' run. By reason of an alleged conspiracy between RKO and the distributors, the Central was required to bid against RKO's Far Rockaway theatres, owned by Genter, although Far Rockaway is not in Nassau County and is in the area of the City of New York where the distributors had announced they would not permit simultaneous showings with "perimeter" releases.

In the accompanying affidavit of Lawrence Morris, general manager of the B. S. Moss interests, owners of the theatre, Morris alleges that the Central's bid for the motion picture, "Yesterday, Today And Tomorrow," opening Aug. 19, was vastly superior to the RKO bid, which did not even name the specific theatre. He charged that among other reasons why the Central was not awarded the bid was that RKO's financial position in the industry has given it the power to exert undue pressures on motion-picture distributors, including Embassy.

Bell, Velde Aid Fund Drive

NEW YORK—J. Raymond Bell, director of public relations of Columbia Pictures Corp., and James R. Velde, vice-president of United Artists Corp., have been appointed co-chairman of motion pictures division for the 1964 fund-raising campaign of Visiting Nurse Service of New York. The announcement was made by Eugene S. Northrop, vice-chairman of the board of Manufacturers Hanover Trust Co. and chairman of the fund-raising committee of the 71-year-old nursing agency.

Volunteer fund raisers of Visiting Nurse Service of New York are organizing to achieve a campaign goal of $692,000. The blue-clad staff nurses provide nursing care in an average 1,000 homes each day in Bronx, Manhattan, and Queens. Only five per cent of these visits are fully paid for by patients. Since the agency's founding in 1893, widespread and generous community support has insured continuance of home nursing care to all who need it, regardless of ability to pay.

COMPO To Meet Nov. 6

NEW YORK—The annual meeting of the membership, board of directors, and executive committee of the Council of Motion Picture Organizations will be held Friday, Nov 6, in the Terrace Penthouse of the St. Moritz Hotel, it was announced by Charles E. McCarthy, executive vice-president.

The agenda is being prepared and will be submitted to the members of the executive committee in advance of the meeting. Ben Marcus, a member of the COMPO governing committee, will preside.

Si Seadler, MGM, and Commissioner Emma Rothblatt discuss the industry's program for cooperating with the New York City 300th Anniversary Celebration. Seadler has served as chairman of the industry's committee for this event.

New Northland Cinema Opens In Columbus, O.

COLUMBUS, O.—New Northland Cinema, 979-seat house with a $600,000 investment, opened Aug. 13 in the multi-million-dollar Northland shopping center in northeast Columbus. The new theatre is operated by the Cincinnati Theatres Co.

The theatre is equipped for all projection systems, except Cinerama. The screen measures 60 feet by 25 feet, and the six-channel all-transistor Ballantyne sound system includes 15 speakers. This is the only transistor sound system yet installed in central Ohio, said John Zimmerman, field representative for Ballantyne, in Columbus to supervise the installation.

Blue and gold wool carpeting covers the auditorium floor and the lobby. Scrollwork design in white decorates the auditorium walls. Heywood-Wakefield rocking-chair seats are upholstered in rough-weave gold. The lobby features two circular crystal chandeliers and large display frames with blue velvet borders. Italian marble squares cover the walls of the lobby. The boxoffice is located in the center of the lobby. One interesting note is the installation of 15 lobby bulbs which recall nickelodeon days. Refreshment stand is placed at the left of the auditorium entrance.

Upright sign with attraction board is placed on Morse road. Raised blue script sign is above the lobby entrance. The theatre is located in the east section of the shopping center mall. Leroy Kendis, president of Cincinnati Theatres Co., and Jack Haynes, district supervisor and booker, were in Columbus to prepare for the Northland premiere which featured Columbia's "Good Neighbor Sam." Edward Kennedy is manager of the new theatre.

The house will present two performances nightly, plus Wednesday, Saturday, and Sunday matinees. Adult admission evenings and Sunday is $1.50 and $1 at Wednesday and Saturday matinees. Children's price is 50 cents.

Parking for 5,000 cars surrounds the mall-type shopping center.

Trailer For N. Y. Birthday Running In 400 Theatres

NEW YORK—Nearly 400 exhibitors in the five boroughs of New York City are running a special trailer honoring the 300th anniversary of the city of New York.

A committee under the chairmanship of Silas Seadler, Metro-Goldwyn-Mayer, who represents the industry on the Mayor's 300th anniversary committee, was made up of representatives of the advertising and publicity directors committee of the Motion Picture Association of America, together with D. John Phillips, Metropolitan Motion Picture Theatres Association, and Morton Sunshine, Independent Theatre Owners Association. The committee agreed that a suitable trailer would be the most effective method of saluting this important anniversary.

National Screen Service prepared the original copy for the trailer, which includes the seal of the city of New York and the statement: "The motion picture industry salutes the 300th anniversary of New York City."

DeLuxe Laboratories prepared 800 prints of the trailer which are being furnished to exhibitors, courtesy of the members of the MPAA.

Bonded Film Service contributed packaging and shipping of the two trailers to each of the participating theatres in New York City. Labels for the shipments were prepared gratis by National Screen Service.

Letters from the two New York theatre associations have been sent to all of their members advising them that each theatre will be receiving two prints and should plan to use them as a head trailer to the feature picture on each program between now and Labor Day.

In addition, the Skouras Circuit and Walter Reade-Sterling will also use the trailer.

Decca, U Earnings Hold

NEW YORK—Consolidated net earnings of Decca Records, Inc., including results of operations of its subsidiary, Universal Pictures Company, Inc., for the six months ended June 30, amounted to $2,632,456 equal to $1.72 per shares on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1963, Decca reported earnings of $2,625,372, equal to $1.72 per share on 1,527,401 outstanding shares of capital stock.

Universal reports for the 26 weeks ended June 27, consolidated net earnings from operations of $2,510,444 equal to $2.96 per share on 849,151 shares of common stock outstanding, excluding shares in the treasury of the company.

For the 26 weeks ended June 29, 1963, the company reported consolidated net earnings from operations of $2,566,520, equal, after dividends on preferred stock, to $2.94 per share on 861,351 shares of common stock outstanding.

Farewell Fete For Shapiro

NEW YORK—New York's Cinema Lodge of B'nai B'rith hosted an informal farewell luncheon to Robert K. Shapiro, one of its most active past presidents. Shapiro, who was managing director of the Paramount Theatre, New York, will join the ABC Television Network Division of American Broadcasting-Paramount Theatres in Hollywood.

She Sure Is Unsinkable!

RADIO CITY MUSIC HALL

1st Week...$220,960 (Record)

2nd Week...$221,064 (Record)

3rd Week...$219,380 (Record)

HICAGO (PALACE)

1st Week	$20,266
2nd Week	23,673
3rd Week	23,344
4th Week	20,968
5th Week	22,805
6th Week	25,186

ENVER (DENHAM)

1st Week	$17,627
2nd Week	18,873
3rd Week	15,834
4th Week	17,763
5th Week	13,686
6th Week	13,213

LOS ANGELES (EGYPTIAN)

1st Week	$27,630
2nd Week	31,724
3rd Week	26,608
4th Week	27,740

PHILADELPHIA (STANLEY)

1st Week	$27,069
2nd Week	22,073
3rd Week	18,530
4th Week	18,632
5th Week	15,500

KANSAS CITY (ROXY)

1st Week	$14,310
2nd Week	11,913
3rd Week	11,000

ATLANTA (RHODES)

1st Week	$11,380
2nd Week	11,791
3rd Week	9,674
4th Week	7,644
5th Week	6,500

HOUSTON (STATE)

1st Week	$25,070
2nd Week	18,123
3rd Week	14,511
4th Week	12,984

DETROIT (ADAMS)

1st Week	$16,246
2nd Week	15,725
3rd Week	14,197
4th Week	13,817
5th Week	12,916

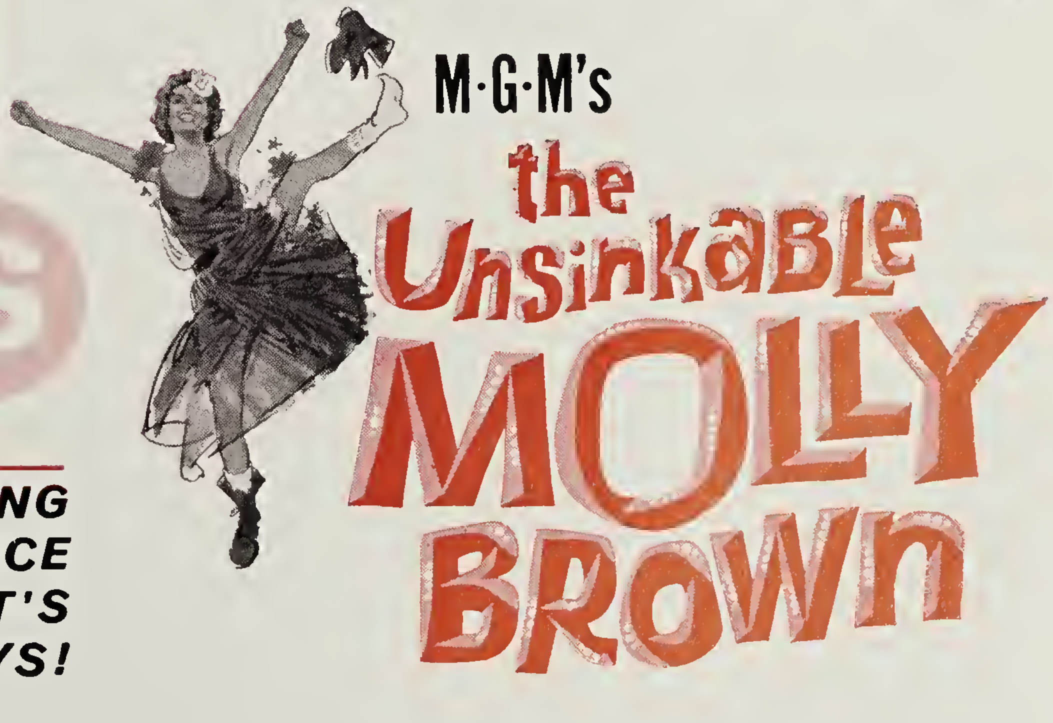
BOSTON (PARAMOUNT)

1st Week	$23,116
2nd Week	17,878

NEW ORLEANS (LOEW'S STATE)

1st Week	$25,374

"MOLLY" CONTINUES RECORD-BREAKING ENGAGEMENTS IN ALL SITUATIONS! SPACE PROHIBITS FURTHER LISTINGS, BUT IT'S THE SAME STORY WHEREVER SHE PLAYS!



Rash Of CATV Proposals In Ohio Keep ITOO's Prickett On The Run

COLUMBUS—"Applications for Community Antenna Systems are breaking out all over Ohio like measles," asserted Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio. Prickett said that he had made 16 appearances before city councils and commissions in as many Ohio communities thus far this year.

Supplemented by appearances of representatives of the Television Accessories Manufacturers Institute (TAME), these efforts had so far caused every one of the communities to stop and consider what might be lost through granting of a CATV franchise, Prickett said.

What is lost, commented Morris L. Finney, Jr., secretary-treasurer of TAME, "is the future of free television in the United States as we have known it."

Speaking to the City Council in Ashtabula, Finney charged that "a community antenna system (CATV) would force existing local tv stations out of business, and make it economically impossible for the expansion of new stations; would provide the means for the entry of pay tv; and limit repair services."

Prickett told the same group that the CATV promoters seek to use "streets and alleys for little or no cost. Noting that glowing claims are made for CATV programming, Prickett pointed out that actual experience has shown that most of the programs were merely "repeats of what was on regular television, freely received.

"It is looked upon as an interesting investment simply because the promoters think that some day pay television will come along, and they will control the cables and thereby be able to rake in some easy money."

The largest Ohio city to be offered CATV thus far is Dayton. Cities where debates are current include Chillicothe, Mansfield, and Ashtabula.

Although the CATV application was up for second reading in Ashtabula, the Council voted to have a closer examination made.

TONE Plans Convention

BOSTON—Reservations are pouring in for the 33rd annual regional Theatre Owners of New England convention at Mayflower Hotel, Plymouth, Mass., Aug. 24-26, and more than 400 theatre owners from the six New England states, New York area, and the eastern seaboard are expected to attend, Carl Goldman, TONE executive secretary and coordinator of the convention, reported.

Joseph E. Levine, the "Boston Barnum," producer, exhibitor, and distributor, and longtime TONE member, comes to the convention as chief speaker this year to address the membership on "Exploitation!" It will also be a combined meeting with the National Association of Concessionaires, which will hold their regional meeting at Plymouth.

Malcolm C. Green is general chairman of the convention committee, which includes W. Leslie Bendslev, Lloyd Clark, Edwin J. Fedeli, Henry Gaudet, Ben Greenberg, James Guarino, Arthur K. Howard, Arthur H. Lockwood, E. M. Loew, Albert B. Lourie, James Mahoney, Steve Minasian, Samuel Pinanski, Edward S. Redstone, Julian Rifkin, Richard A. Smith, Joseph Stanzler, Chester L. Stoddard, and James M. Totman.

UNITED ARTISTS

At a New York trade press conference, producer Walter Shenson, left, and United Artists' executive vice-president Arnold M. Picker discussed the phenomenon of The Beatles and their first feature, "A Hard Day's Night."

"Becket" To Beatles

DETROIT—From "Becket" to Beatles is quite a jump, but it is being done in one day when the United Artists closes its current run Sept. 1 and premieres "A Hard Day's Night" Sept. 2.

But, there is much more of local significance to the story:

Previously announced was the engagement at four drive-ins and eight theatres. Only over the week-end was the United Artists added to the list.

This is the first time in the history of the changing Detroit releasing pattern that a downtown house has played along with a multiple neighborhood and suburban booking. Further, excepting at such times as product was not available, the UA has pursued a road-show hard ticket policy.

Dual Bow For "Loved One"

NEW YORK—In what is believed to be an unprecedented arrangement involving the opening of a non-road show motion picture, Morris Lefko, MGM general sales manager, revealed that "The Loved One," which just last week went before the cameras, has been set for simultaneous world premieres at New York's Cinema I Theatre and London's Empire Theatre in the early spring of 1965.

In commenting on the unusual advance booking and the extensive pre-sell campaign being formulated for the Martin Ransohoff production, Kefko said: "This is the first time MGM has ever been able to announce a definite theatre opening for any film so far in advance. The ready acceptance of 'The Loved One' by Cinema I and the enthusiastic cooperation we are receiving from the entire Rugoff circuit is but one indication of the tremendous interest in this most unusual project."

Beginning immediately, all Rugoff Theatres in the New York area will launch a coordinated publicity, advertising, and promotion campaign for the film that will make use of billboards, lobby displays, and theatre trailers. It is estimated that between now and the opening, more than 3,000,000 people will be exposed to the picture in the theatres alone.

Trans-Lux Income Up For Six Month Period

NEW YORK—Net income of Trans-Lux after taxes for the six months ended June 30 totaled $269,678 and was equivalent to 38 cents per share on the 718,037 shares of common stock outstanding at the close of the period, Percival E. Furber, chairman, reported. For the comparable month of 1963, net earnings amounted to $250,969 or 35 cents per share, exclusive of non-recurring net income of $92,123 from the disposition of property no longer deemed useful in the company's operations.

Although profits continued to be affected by non-recurring introductory expenses with regard to its new "900" Series ticker projection equipment, Furber said, gross revenues of the company's communications services were slightly above those of the prior year.

Gross receipts of the company's theatres, he stated, continued to reflect the successful presentation of first-run quality pictures in a competitive market and were significantly above those of a year earlier.

To assure the continued expansion of its activities both in the fields of communications services and entertainment, the company recently secured a commitment from the Empire Trust Company, New York City, for a revolving credit in the amount of $2,500,000. The revolving credit is for two years, at which time the company may, if it so wishes, convert the credit into a term loan extending until July 2, 1971.

A lease recently has been concluded for a 700-seat theatre to be built in the Reisterstown Plaza Shopping Center in suburban Baltimore, one of the largest shopping centers in Maryland. It is expected that the theatre will have its premiere in early 1965.

Recently, proposals have been made to several airlines with a view to the company booking and buying films for the entertainment of passengers in transit.

Perin To Embassy-TV

NEW YORK—Richard E. Perin has joined Joseph E. Levine's Embassy Pictures television department as an account executive, it was announced by E. Jonny Graff, vice-president for television. Perin, who resigned his position at the American Broadcasting Company to accept the post, will implement Embassy's policy of custom-fitting product to particular markets. His background with ABC's station clearance department has familiarized him with programming requirements on local levels and in his present capacity Perin will analyze markets, determining the kind of product needed locally—then offering a specific product to each station for a specific time-slot for specific audiences.

BV Promotes Chesler

NEW YORK—Irving H. Ludwig, president and general sales manager of Buena Vista, announced the appointment of Norman Chesler as Buena Vista branch manager in Seattle. Chesler is replacing Ernest Piro, industry sales veteran, who is retiring.

Norman has been with BV for the past three years as booker in the Salt Lake City office.

Piro, who has been in the motion picture industry for more than 20 years, was affiliated with United Artists and Universal prior to his joining Buena Vista.

UA In Stage-Screen Deal For Musical "Robin Hood"

LONDON—One of the most unusual and far-reaching international entertainment projects was launched here when United Artists, composer Lionel Bart, and Brookfield Productions announced joint plans for a lavish new stage musical, "Robin Hood," to open late in 1965.

Brookfield, a newly-organized independent company partnered by film star Peter Sellers and producer John Bryan, and United Artists have commissioned Bart, at a record figure, to write "Robin Hood," which will be set in 13th century England. The two companies will finance the London and New York productions of the musical, according to George Ornstein, head of UA production in the United Kingdom.

The "Robin Hood" pact with Bart, who is currently represented by the London and New York boxoffice musical hit, "Oliver!," includes the world-wide film and record rights.

Brookfield will produce the motion picture version of "Robin Hood" for United Artists release. The picture, to be made after the musical completes its stage commitments, will be filmed on a lavish scale as the most ambitious of the several projects Brookfield will make for UA.

R. I. Twin Drive-In Bows

LONSDALE, R. I.—The first twin-screened drive-in ever operated in this state opened to the general public in this town (Lincoln), adjacent to the city of Pawtucket and just a short drive from Providence.

Owned and operated by the Erinakes-McNulty Corp. interests, the new twin open-airer will be managed by Stella Erinakes, member of the prominent family which operates other situations in Rhode Island, notably in East Greenwich.

The Aug. 5 opening, according to Mrs. Erinakes, was more or less in the nature of a preliminary opening, with a grand opening scheduled for a later date. The McNulty half of the enterprise stems from the McNulty Construction Company, which built and operated the former Lonsdale Speedway, long a popular site of midget-automobile and stock-car racing; and at one time bicycle and motor-paced racing events.

The new twin drive-in will accommodate between 1800 and 1900 cars, and is equipped with back-to-back 120-foot x 50-foot screens.

The booth is equipped with 35mm and 70mm Century projectors.

A four-lane snack bar will satisfy patrons with a variety of tasty morsels and beverages.

Record Crowd For Md. Meet

BALTIMORE—The Maryland Theatre Owners Association reports record reservations for its fourth annual convention to be held Aug. 24-26 at the George Washington Hotel, Ocean City, Md.

Dorothy Lamour, film star, and resident of suburban Baltimore, has been invited as guest of honor, and George Brehm, president, plans to present her an award for her contributions to the film industry.

Ted Schiller, general manager for JF Theatres, Baltimore, is coordinator, and Herman Kopf, Wicomico Theatre, Salisbury, Md., is convention chairman.

Aaron B. Seidler, Affiliated Theatres, Baltimore, is chairman of business meetings.

The NEW YORK Scene

By Mel Konecoff

MORRIS LEFKO, vice president and general sales manager of MGM, called this summer the greatest in company history with every week since the end of June showing almost two millions in billings from the U. S. and Canada. It is exceeding the fondest expectations of even the top executives. He cited "The Unsinkable Molly Brown" as being an outstanding grosser and being partially responsible for the good business. He labeled it the most consistent grosser in MGM history. Also cited were "Night of the Iguana," "Viva Las Vegas" and "How The West Was Won." The latter, in Cinerama and 35mm, will bring in 20 millions domestic which will make it the second highest grosser next to "Ben Hur."

Lefko stated that it's been proven over the last number of weeks that there is still a lot of life left in the business and MGM is going all out to take advantage of the situation. All pictures are receiving detailed attention in their selling with extensive campaigns planned for all releases, big or small.

After paying tribute to the expert leadership of president Robert O'Brien, Lefko estimated that the production budget for 1965-66 could run close to 80 millions in negative costs. The budget for 1964-65 will reach approximately 68 millions. 1963-64 will see about 60 millions in from film rentals domestic at the end of the fiscal year, August 31st, and more than fifty millions in from foreign. He said that next year could see three of the seventy films in work, completed or nearing completion as being of roadshow calibre, naming "Dr. Zhivago," "Forty Days of Musa Dagh" and "Say It With Music."

BRIBES & BROADS: Just because producer-director Fred Zinnemann showed a Spanish police officer as having a mistress and taking a bribe, Columbia Pictures can no longer distribute its pictures in Spain. Zinnemann was grateful for the support given him by Columbia in the making of "Behold A Pale Horse," which details a feud between a Spanish police officer and which stars Gregory Peck, Anthony Quinn and Amar Sharif.

When he first planned to make the film, he had no idea there would be any difficulty and when filming permission was denied by Spanish authorities because they didn't like the book by Emeric Pressburger on which it was based, he shot the film on the French side of the Franco-Spanish border. When the completed picture was screened for several high Spanish officials, they again expressed disapproval and banned Columbia pictures when president Abe Schneider and other Columbia executives persisted in distributing it. He hoped that after this he still had a continuing relationship with Columbia and that the suspense adventure entry would justify the faith expressed in it.

Incidentally, the featurette "Quest For Courage," which depicts the skill of Zinnemann, is an interesting four-and-a-half minute subject that is playing quite a number of theatres and drawing interesting comment. It is also playing at the World's Fair Beechnut Theatre where it is popular. It was originally made up for TV and theatremen liked it so much that they wanted it as well so it's playing both media.

EXPANSION DEPT.: Walter Reade, Jr., chairman of the board of Walter Reade-Sterling Inc., reported that he has added Richard Davis' Fine Arts Theatre to his chain of showplaces at a cost of $1,510,000 for a long term lease which also carries options. The theatre has housed many long-term imports and gives the Reade organization five first run situations in Manhatten and the total in the NYC area to seven. The chain also operates fifty theatres in New York and New Jersey.

Reade also took the opportunity to announce his optimism regarding specialized film field stating that his company has a larger investment in this type of film than ever and he expects to announce further acquisitions upon the return of Irving Wormser, president of the Continental Distributing division of the company. He found the art film field exciting and rewarding and this type of product is grossing more although there are more difficulties. One must be more aggressive and more risks must be taken and the result are grosses that could not have been realized five years ago.

The owner of the house, Richard Davis, will devote himself to seeking more product abroad on which Reade is expected to have first call.

ELECTION RETURN: The first Presidential press conference was held by Polly Bergen since being elected to that high office in Warner's forthcoming "Kisses For My President" was held at Gallagher's Restaurant last week and it was there that Warner advertising and publicity vice president Dick Lederer introduced her with the comment that "extremism in the pursuit of publicity is not a vice."

She noted that prior to the film no one wanted to know her political views which was all to the good as she didn't have any opinions on the subject. Now she is questioned about politics and has had to have a political education so that she might answer intelligently. She has no plans for other pictures preferring to retire for a while and not because of the picture, she noted, nor because she hasn't gotten any other offers.

Sitting around her in Cabinet position were Charlie Moss, whose theatre, The Criterion, will play the film; Larry Morris, Joe Hyams and Jerry Sager. Waiters and bodyguards hovered solicitously in the background. She gets our vote.

Sion To AIP London Post

NEW YORK—David D. Horne, American International Pictures' vice-president in charge of foreign distribution, has announced the appointment of Jeffrey Sion as European sales supervisor.

Sion, a native of London, has many years of experience as a European sales executive.

Doty To New NGC Post

BEVERLY HILLS, CALIF. — Charles G. Doty, film buyer and booker for Fox West Coast Theatres, has been transferred to the real estate department of National General Corporation, the parent company, it is announced by Frank P. Stagen, director of real estate operations.

LONDON Observations

By Jock MacGregor

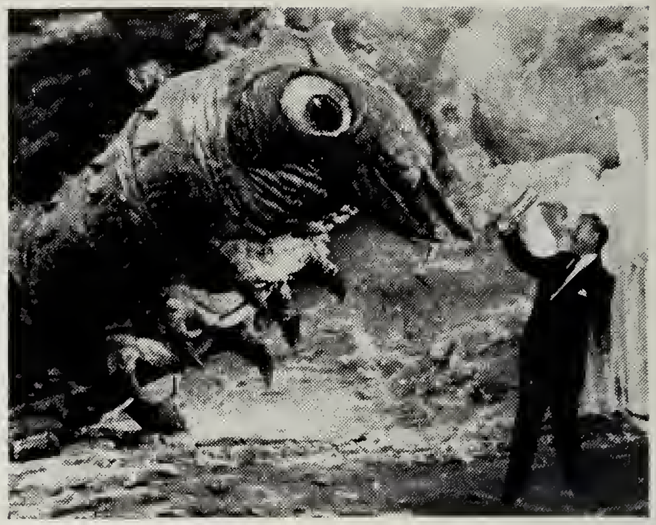
UNDER THE COMPANIES ACT, 1948, a special resolution has to be put to shareholders at the annual general meeting when a director reaches 70 and wishes to continue. It seems incredible that such action has had to be taken by the Associated British Picture Corp. with respect to C. J. Latta, for he is so much more than merely young in heart. Eric Fletcher, in putting the motion that he should serve for a further three years took advantage of the occasion to pay unstinting tribute to the long experience, good judgment and common sense that he has brought to all problems during his 16 years as managing director and to say how fortunate they were that he has agreed to work on instead of taking life more leisurely.

This was unanimously carried by the well attended gathering. The proceeding took longer than usual for such occasions, and shareholders appeared keen to compliment the board. Not an awkward question was asked and there should not have been with a record profit and a 30 per cent dividend. Eric Fletcher did warn, however, that with increased taxes, wages, costs in general, and a loss of some $420,000 through the TV strike, the utmost effort and efficiency would be needed to maintain the figures this year. TV has contributed $9,447,712 and movie enterprises after allowing for loses in production $5,242,316.

GOOD MANAGEMENT has also pushed the profits of Shipman and King Cinemas up by $25,732 to $452,398 and increased the dividend to 8 per cent. This circuit of more than 30 theatres was expertly developed by the managing director Sam King and the late Alf Shipman who in the main sought out good class areas in the Home Counties. Being in few situations where they face worse competition than another house of their own, they are in an enviable position and are an important booking. This side is handled by Peter King, the youthful president of the Cinema Exhibitor's Association, with great care and no concessions for producers' or distributors' vanities. He personally sees every picture and only books what he believes his patrons want. He has the pick of the releases and recently told me that he was playing the Beatles' "Hard Days Night" which he had seen 3 times for 2 weeks in some situations as he felt he would do better than take the following week's release.

DROPPED IN ON PUBLICIST KEN GREEN and his wife over the weekend to view their new production, 4 month old daughter Lesa, and had to cut it short as he was off to the airport to see his lord and master, Carl Foreman, away to Kenya for conferences with producers Sam Jaffe and Paul Radin and director Tom McGowan on the film of Joy Adamson's best seller about Elsa the lioness, "Born Free." Shooting has been delayed through the star, Virginia McKenna, breaking her leg during her familiarization with the lions. Ken and Halsey Raines whom I recently conned into a free taxi ride and who will be handling American publicity requirements on this Columbia release will be flying out soon to establish a press office at Naro Moru and for those who collect phone numbers it will be Burguret 6. Actually I do not see myself using it. Publicists certainly get around these days. . . . From Waikiki comes a card from Biill Bachelor to say that Otto Preminger is doing fine with "In Harm's Way." Another colorful card comes from Jack Piler sweating it out in the Caribbean for 20th Fox's "High Wind in Jamaica." . . . Howard Kent sends a press release from Prague where Raymond Stross is co-producing "Ninety Degrees in the Shade" and claims that it is even hotter, whereas Juliet Prowse complains bitterly that on arrival in her native South Africa to star with Stanley Baker in "Dingaka," it was snowing. . . . Jean Osborn, In Dublin for "The Young Cassidy" from which director John Ford has had to withdraw on health grounds and be replaced by Jack Cardiff, now understands why everyone loves working in Ireland and finds it much better than Cambodia and even Hong Kong where she was recently publicising "Lord Jim." It's a shame her publicity budget won't run to a trip for this Observer. . . . Back in Film Row, chair born publicists sweated out a very reasonable heat wave by London standards and a TV company had the impudence to snarl up the traffic telerecording a comedy. Then there was that secretary at 8 p.m. who asked me to report how much her boss overworked her. Since he bought me a drink I shall mention no names. . . . Another to buy me a drink was Sir Tom O'Brien. He was celebrating the wage increases he had got for certain NATKE grades. Frankly I am not sure it was something for the industry to celebrate . . . Most concerned with "Man in Silence," John Halas' film on the work of Agustin Ibarrols, Spanish artist and political prisoner for 8 years, gave their services. The drawings featured were smuggled out of Burgos Jail. The resulting one reel is a harrowing experience. All earnings are being offered to the Appeal for Amnesty in Spain . . . Studio and West End publicists do not find the Evening Standard the easiest paper in which to get a break unless it is real news—but subsequent run manager Herbert Wicks of the Stepney Odeon notched a four column spread. He has such a cosmopolitan audience that he announced the run of the Beatles "Hard Day's Night" in Turkish, Pakistani and Greek all going to prove that even the Greeks have a word for them.

IRONICALLY while many British producers have little success in selling their pictures to the United States some recent American-sponsored British pictures which behind our backs may be called "Eady Plan" and rarely "British" are doing far better there than here. Ross Hunter's "The Chalk Garden" which, unexplainably I think, had a rough encounter with London critics, aroused little interest in the West End and opened slowly on release but built through word of mouth, is a case in point. Now a double page advert has appeared in the Daily Cinema recording its Radio City hit and quotes from 15 American publications 8 weeks after its general release.



MOTION PICTURE EXHIBITOR's London editor Jock MacGregor recently came face to face with this Moon Monster when he attended a special showmanship screening of Columbia's "First Man In The Moon." Rank Theatres, with the aid of Dynamation, takes credit for the trick photo.

Loew's Winners Named In Big Boxoffice Drive

NEW YORK—The results in both grosses and numbers of admissions achieved by many Loew's Theatres, both local and national, in the Art Tolchin-Bernie Myerson boxoffice drive, conducted between Jan. 1 and June 30 of this year, were so spectacular that additional cash awards were made. The competition was a phase of Loew's 60th anniversary promotion.

In announcing the winners, Bernard Diamond, Loew's general manager, expressed management's complete satisfaction with the extraordinary effort and imagination displayed by the individual managers in achieving the best grosses for a similar period in many years.

The winners of substantial cash awards include: George Peters, Loew's, Richmond, Va.; Rein Rabakukk, Loew's Mid-City, St. Louis; Sidney Kleper, Loew's-Poli, New Haven; Frank Henson, Loew's, New Orleans; and Kermit Allum, Loew's Victory, Evansville, Ind. Special awards went to William Helaney, Loew's Akron; Joel Poss, Loew's 170th St., Miami Beach; Marvin Reed, Loew's Riviera, Coral Gables, Fla.; Robert Sokol, Loew's, Indianapolis; and Fred Erling, Loew's Palace, Washington.

Winners in the New York area were Louis George, Triboro; Woody Woodward, Victoria; Jack Borgenicht, Alpine; Inez Groething, American; Ben Weiselberg, Gates; and Irving Gross, 83rd St. Special awards were made to Harold Graff, Metropolitan; Clyde Fuller, Valencia; Seymour Brond, Orpheum; Dorothy Solomon, Kings; Lou Jaffe, New Rochelle; Richard Fensterer, 175th St.; and Al Boschi, Oriental. A posthumous award to Lou Falk, late manager of Loew's Gates, is being made to his widow.

"Hush" Waits for Joan

HOLLYWOOD—With rumors circulating concerning the replacement of ailing actress Joan Crawford as Bette Davis' co-star in "Hush . . . Hush, Sweet Charlotte" at 20th Century-Fox, producer-director Robert Aldrich emphatically stated, "No actress or agent has been contacted by anybody connected with the production because no decision has been made to replace Miss Crawford." Aldrich said that the Associates and Aldrich company was still awaiting an indication from the insurance company as to its position.

ALBANY

Tom Morton made his first swing through the exchange district as a Warner Brothers' salesman. Promoted from booker in the Boston office when Marty Berman recently advanced to Boston branch manager, Morton will follow his predecessor's schedule of spending one week a month in this territory. . . . David Litto, new salesman for United Artists, came here fom Buffalo with branch chief Kenneth Reuter. Litto, who sold for Allied Artists in Buffalo during 1958, had previous experience in the southwest. . . . A "My Fair Lady" exhibit at Schine Enterprise' display in Travel and Transportation Building, New York's World Fair, includes ticket availabilities for Christmas premieres of the Warner musical at the Eckel, Syracuse, and at two other Schine houses in Rochester and Buffalo. A poster in Schine-Ten Eyck Hotel, Albany, recommends seeing "The Wonderful World Of Schine Enterprises" in the T & T Building at the exposition. "My Fair Lady," by the way, will also debut at the Hellman, Albany, during the Christmas season. . . . Dave Weinstein, Neil Hellman's right hand man at the Hellman and Thruway Motel, entered the winner's circle with the boss when the latter's 'Roan Patrol' romped home first in a $3,800 purse race at Saratoga flat track, celebrating its 101st year of operation. . . . Adrian Ettelson, Fabian district manager and Albany Variety Club chief barker, vacationed. . . . Union Films International, Ltd., recorded a certificate to conduct a motion picture business in New York City. Capital stock is 200 shares, $1 per value.

ATLANTA

J. E. Hobbs, district manager, Allied Artists, and his wife are on vacation in Canada. . . . Mamie Newman, veteran Columbia booker in Jacksonville, Fla., was here visiting friends and relations. . . . Dave Woolner, Woolner Pictures, Los Angeles, paid a visit to Film Row on his way to New York City. . . . J. L. Lowe, Florida State Theatre, Gainesville, Fla., who was in the theatre business in Atlanta for many years, was in. . . . A crowd of whites gathered outside the Monroe, Monroe, Ga., after eight Negroes had integrated the theatre for the first time. A false fire alarm was turned in. . . . Atlanta radio station WQXI has been approved for sale by the Federal Communications Commission. Fox, Wells and Rogers, an investment firm in Stamford, Conn., has purchased the station from the publishers of Esquire Magazine for $1,700,000 and will take over in September. . . . Ted and Vincent Sazis, executives representing some west coast producers, visited in East Tennessee and in Knoxville, Tenn., looking for sites for filming several pictures. . . . Bill M. Rawls, house manager, Ambassador, Raleigh, N. C., has been appointed manager of the Center, Raleigh, N. C. . . . Anita Wright, secretary, Embassy Pictures, has resigned. . . . Sara Ragsdale, Universal cashier, returned home from a local hospital. . . . The Atlanta Variety Club has moved out of their old headquarters in the Atlanta Hotel and will soon move into their new quarters on Peachtree Road. . . . Mid-Tennessee Amusement Company opened the 300-car drive-in at Manchester, Tenn.

BOSTON

Among theatres outside of Boston to show Richard Burton in "Hamlet," in the Theatrofilm production filmed at the legit presentation in New York, will be the Olympia, a Zeitz theatre in New Bedford, Mass. Tickets will be sold in advance at the Olympia and the scale will be limited to the seating capacity of the theatre. Popular prices will be featured. . . . Boston is the locale of an art film, "The Playground," with a script based on the "philosophy" of New York Times foreign reporter Cyrus Sulzberger's book, "My Brother Death," has started a six week shooting schedule. "The Playground" is billed as an "all Boston" film. It is being produced and directed by Richard Hilliard, Brookline, through General Films, Inc., and will be ready for national release in early '65. Scenes will be shot both at the studio and at 20 sites in the greater Boston area. The company previously produced and directed two educational films. . . . The outstanding event on Sept. 13, which has been officially set aside to recognize and honor the senior member of the American family, will be a national golf tournament. The only requirement for a player to become eligible is to be a "Grandfather." Each club will have an unusual trophy to present the winning golfer. Special arrangements have been made by Variety Club's director, William S. Koster, that all entry fees for this special event in Massachusetts, Rhode Island, and Connecticut will be donated to the Jimmy Fund.

BUFFALO

Michael Klein has been appointed manager of the Buffalo branch of Warner Bros. Klein succeeds Anthony Kolinski, who has resigned to join the Slotnick Enterprises of Syracuse, of which Herbert Slotnick is the head. Klein has arrived in Buffalo from Washington to take over his new post. . . . Floyd Fitzsimmons, Warner Bros. exploitation and publicity representative who headquarters in Boston, was in Buffalo to preside at a special "Hamlet" seminar at which time the selling ideas for this unique feature film were thoroughly discussed by the showmen in the Buffalo exchange area who will present the reserved-seat attraction for two days late in September. Those attending received complete kits to aid in the selling job. The new Buffalo Warner Bros. exchange manager, Michael Klein, attended the conference. . . . Variety Day at the Fort Erie Racetrack was a big event, inaugurated years ago by the late Murray Whiteman, past chief barker of Tent 7, and repeated every year by the club. The feature race was named the Variety Club Stake. . . . Harold Bennett, past chief barker, Buffalo Variety Club, has been appointed chairman of the Tent 7 heart committee by current chief barker Tom Fenno, and is busily engaged in the club's Sunshine Pool endeavor. Tent 7 was honored during the recent international convention with the presentation of the Sunshine Pool on display in the Statler Hilton showrooms. Bennett is working out plans for an official presentation to a local worthy charity. . . . James J. Hayes, manager, Cinema, and the man who did such a great job as Variety international convention chairman, has issued the following statement: "Your convention chairman and your executive committee wish to express sincere and heartfelt thanks to each and every member and volunteer worker who helped to make our convention a smashing success. Tent 7 did itself proud in playing host to our fellow Barkers from here and abroad, and compliments have been pouring in from all sides. We'd like to single out each and every one for special commendation, but we'd be sure to skip someone, so please accept this as your own personal thank you and expression of gratitude from myself and the entire convention committee." . . . Harry Freeman, Sam Bronston Productions representative, is spending several weeks in the Buffalo exchange territory, working on "Circus World," which had an exciting Hollywood type premiere at Loew's Teck.

CHARLOTTE

The High Point, N. C., Human Relations Commission, after a survey of motion picture houses, public eating places, and recreation facilities which had remained racially segregated prior to the enactment of the Civil Rights Act, said that "owners and managers who operate businesses that serve the public now have expressed a willingness to serve all customers regardless of race." It reported that remnants of racial discrimination there were falling fast, and "we are pleased with the spirit of cooperation which is evident in our community." Meanwhile, Kelly Alexander, Charlotte, president of the NAACP in North Carolina, has announced that all local NAACP chapters have been urged to seek "immediate compliance" with the public accommodations provisions of the Civil Rights Act.

CHICAGO

Judy Sobczyk, Embassy Films, was recently wed to Phillip Anderson, Webcor. . . . Larry St. John named a salesman at Columbia exchange. He was transferred from the company's offices in Kansas City. . . . Dan Stone has joined managerial staff at Chicago. . . . Sol Gordon, press chief at 20th Century-Fox, has named Annette Yudell to his staff, succeeding Evelyn Venables, who resigned to join a public relations group. . . . Uptown Savings Bank sponsored a morning show at the Uptown, which brought out more than 4,000 children. Merchants who have sponsored morning theatre shows speak of their success during summer vacation. . . . Work is being rushed on the Oakbrook to ready completion for late fall occupancy. This new Balaban and Katz house will have 1,200 seats. . . . Lee Artoe, president, Electro Carbons Co., attended national projectionists' convention as a delegate for Local 681. Artoe says that his recent visits to theatres and drive-ins throughout the country show that business is excellent, and that because of the boom it will take his company a few

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weeks to fill orders for their all-metal drive-in speakers. . . . Pepsi-Cola General Bottlers report record sales and earnings in the first half of this year, expecting substantial gains for the full year. . . . Carson W. Rodgers, president of Rodgers Theatres, passed away. . . . Filmack Studios honored Jay Jankowski, Roman Polys, and Marvin Rose for their 56 years of service to the organization. . . . Michael Todd, Jr., was here for the recent opening of "Mafioso" at his Michael Todd. . . . Jean Schoenstadt, daughter of Arthur Schoenstadt, president of Schoenstadt Theatre Circuit, was married to Phil Anoff, Charlotte, N. C. She was formerly associated with her father's organization and will now be traveling with her husband, a manufacturer's rep. . . . Ace Seating and Upholstering Co. is reseating the Buffton, Buffton, Ind., operated by William Mallers. Ace is also recovering seats at the Glenn, Glenn Ellyn, Ill., operated by Bill Galligan, and the Teatro del Lago, Wilmette, Ill., operated by Sam Meyers. . . . John Kalas named manager of Rockne, managed by Herb Ellisburg. Kalas was formerly with Filmack Studios and has a wide background in theatre management. . . . "Hamlet" will be released to some 15 theatres in the Chicago area and 25 houses down state have entered contracts to show the film once each afternoon and evening.

CINCINNATI

Ideal weather, perfect greens, delicious food, and prizes for all were the ingredients that made Variety Tent Three's annual golf party an outstanding success for several hundred area showmen and their guests at the Summit Hills Country Club. . . . Jay Goldberg, president of J. M. G. Film Co., and David Woolner, Woolner Bros. Pictures, attended a luncheon meeting for Indianapolis area exhibitors and the press in the promotion of Edgar Allen Poe's "Castle of Blood" and "Hercules in the Haunted World." . . . The Royal, Chillicothe, O., has been purchased by Harley Bennett from Joe Hurst. The house will reopen under another name after extensive renovations are completed. . . . J. M. G. Film Co. has acquired exclusive district rights for Marathon's combo, "Country Music Caravan" and "Tennessee Jamboree," which opens in 90 situations beginning Sept. 15. . . . W. B. Urling and Walter Dilles have acquired the Dale Drive-In, Glenville, W. Va. . . . Mary Carnes is new MGM contract clerk.

COLUMBUS, O.

It is reported that a 1000-seat indoor theatre costing $500,000 may be built in suburban Whitehall. . . . Richard Anderson, London, Ohio, has been named assistant manager of the new Northland Cinema. . . . Representatives of two unions settled a dispute about installation of equipment in the new Northland Cinema. Electricians' union won right to install the $50,000 sound system in the auditorium, and the operators' local installed the booth equipment. . . . Danny Deeds, operator of the legitimate Hartman, is seeking rental business for off weeks during the fall and winter season. The theatre has 1650 seats and is suitable for conventions, meetings, lectures, etc. Deeds said catering service will be available, serving box lunches to those attending meetings. . . . "The Unsinkable Molly Brown" continued as one of the biggest attractions in the past 20 years with a third week at Loew's Ohio.

DALLAS

According to Interstate officials, there will be previews of the Beatles' first full length movie, "A Hard Day's Night," in 25 cities with a total attendance near 50,000. The local preview has already been sold out. Previews in some 75 theatres throughout the state are expected to attract 125,000 to 150,000 persons. The Beatles are due to make a personal appearance in Dallas, their only Texas appearance, on Sept. 18, which is also sold out. . . . Bob O'Donnell has resigned as vice-president of Diamond International and has sold his holdings to Mrs. Nette M. Holt. Newcomer to the sales force at Diamond is Whit Boyd. . . . American International Pictures has donated a cup to be awarded as first prize by Jimmie McIlreath, Indianapolis 500 racing driver, to the winner of the mid-season championship auto races to be held at Devil's Bowl. The special feature will be the "Bikini Beach" race which is a tie-in to the showing of the film at 19 local theatres. . . . Mrs. Fred Cullimore is reported recovering following surgery. She is secretary to Jack Judd, Columbia exchange. . . . Negotiations are still underway with Rory Calhoun to be seen in a film to be shot in the local area by Bob Callahan. A new script has been submitted to Calhoun, which was written by Tay Garnett and Tommy Thompson. . . . Charles Boasberg, general sales manager for Paramount; Herb Gillis, national drive captain; and Bernard Brager, local exchange manager, conducted a meeting at the local Paramount exchange on the George Weltner sales drive. . . . Dave Woolner, Woolner Bros. Productions, Los Angeles, was visiting here with local circuit and booking offices. . . . Rube Jackter, vice-president and general sales manager of Columbia, was a visitor meeting with exhibitors and buyers concerning upcoming releases from the studio. . . . Marty Schanks, manager of branch operations for Paramount, was a visitor at the local Paramount exchange, managed by Bernard Brager. . . . Tentative plans have been made to show Richard Burton's "Hamlet" in two performances daily on Sept. 23 and 24. . . . In conjunction with the opening of "Night of the Iguana," Palace, the Dallas Times-Herald offered prizes to readers who can recall earlier Tennessee Williams heroines who have been brought to the screen.

DENVER

Fox Intermountain Theatres, Inc., are building a new ultra-modern 800 seat house in the Lakewood section, according to Ray H. Davis, area supervisor. It will be in the center of a population area of some 130,000 people now served by a single drive-in. A 200 car lighted parking lot will surround the new hardtop, which is expected to be in operation by Jan. 1 of next year. . . . Bill Hastings, manager, RKO International 70, says that he has just received word his house will have the world premiere of "Cheyenne Autumn," Warner's big one about the west. . . . To aid the group of kids going to the World's Fair for Colorado Day, all receipts of a special screening of Columbia's "Hey There, It's Yogi Bear" is going to the fund. . . . A recent visitor to film Row was Dr. W. E. Scott, owner of the Rio, Meeker, Colo. He flew his own plane into Denver. . . . Some of the Coloradoans going to the Louisville, Ky., convention of I.A.T.S.E. were Herman Reule, Warners! Buck Wynant, sound service engineer; Ida Schultz, Denver Shipping and Inspection Bureau; Bruce Marshall, Columbia; and Charles Webber, projectionist.

HOUSTON

Dorothy Sonney, Big D Pictures exchange, which she owns and operates with headquarters in Dallas, was in on a business trip. . . . Eddie Bremer, retired manager of the Majestic, known as Houston's "Mr. Show Business," will preside over the exhibit of priceless photographs from the Hoblitzelle Theatre Arts Library at the University of Texas, which are on display in the lobby of the Majestic. . . . Stefanie Powers was in to tell about her latest film, "The New Interns." Miss Powers is also scheduled for a three day visit in Dallas, her only Texas stops. . . . The Electronovision "Hamlet" with Richard Burton will be shown twice a day here Sept. 23 and 24. . . . In conjunction with the showing of "Good Neighbor Sam" at the Metropolitan, some lucky person will receive a Hertz Rent-A-Car for a week end. . . . Gene Tierney, wife of Houston oil man Howard Lee, has returned home from Hollywood with word that she is now being considered for a lead role in "The Sandpiper."

JACKSONVILLE

Kimberly Ann Langston, infant daughter of James Langston, manager of the Colony, Winter Park, Fla., and Mrs. Langston was christened in a baptismal service at the St. Margaret Mary Catholic Church in Winter Park. Attending the service were Joe Charles, manager of Jacksonville's Capitol, and Mrs. Charles, who are Kimberly Ann's godparents. . . . James Taylor is a new manager trainee under Al Hildreth at the downtown Empress. . . . Bob Jones, downtown Center assistant who served as relief manager there while manager Marty Shearn vacationed in Nassau, reported that the Center set a new record in collections for the Will Rogers Memorial Hospital and O'Donnell Research Laboratories during the first eight days of "The Carpetbaggers." Bob said that the collection will be continued for the entire run of "The Carpetbaggers," lasting several weeks, and he gave great credit to Betty Healy, United Artists booker, who is the WOMPI chairman in the Will Rogers Drive, for having a collection staff of WOMPIs on hand. . . . Michael I. Stein, grandson of Harry Botwick, south Florida supervisor for Florida State Theatres, purchased the first ticket sold during the grand opening of FST's new Suniland Theatre south of Miami. . . . A recent analysis of admission prices at Jacksonville's first-run indoor theatres revealed that a low-budget nudie film house, the Roxy Follies, exacts a higher regular fare from its patrons than do the de luxe, first-run theatres of the city which bid for and play the world's top quality film products. The Roxy has a single price of $1.50 for its adult patrons while the first-runs have adult prices ranging from 80 cents to $1.25 and sometimes going to $1.50 for general admission road-show attractions and as high as $1.95 for hard-ticket, reserved-seat attractions. In addition, the first-runs have scaled-down prices for students and for children under 12. Local outdoor theatres operated by circuits have an average price of 70 cents for adults and admit children free, and local independently-owned drive-ins mostly have a price of $1 per carload regardless of the number and ages of the persons in one car. The lowest prices of all, on an individual basis, are charged by the indoor subrun houses which go as low as 25 cents for children and 50 cents for adults. . . . Mary Hart, Florida State Theatres, has resigned her chairmanship of the WOMPI finance committee, and two co-chairmen have been named in her place, Betty Healy, United Artists, and Philomena "Phil" Eckert, Columbia. Mrs. Hart remains as chairman of two other committees, program and bulletin. . . . Katherine Bell returned from retirement to sub for the San Marco Art's regular cashiers, Alice Wilson and Irene Register, while they vacationed.

MIAMI, FLA.

Alfred Caldwell, Essex, Hialeah, is winner of the Quarterly Wometco Manager-Plus Contest, with $50 tax paid awarded to him and $25 awarded to Mrs. Caldwell. . . . A claim for in excess of $10,000 in damages sought by the Thunderbird Drive-In against the NAACP was "tossed out of court" by Circuit Judge Richard M Sauls. Weldon Cook, Thunderbird owner, asked for compensatory and punitive damages in a petition for an injunction aimed at halting demonstrations spurred by local Negro youth groups. Judge Sauls explained damages could not be asked in an injunction petition. Cook has alleged he has been plagued by pickets who have harrassed his customers, ruined his business, and threatened his employees. Judge Sauls' order also denied a motion by the defendants to dismiss the action filed against them. He said his restraining order would be effective pending his final decision on the injunction petition. Specifically, it prohibits the defendants from displaying signs and posters "derogatory and defamatory" and forbids them from entering the drive-in property except as patrons. . . . Delmar S. Powell, former Ft. Lauderdale theatre manager, was the subject of a feature article in the Miami Herald for his work as a Baptist missionary in Ethiopia. . . . Al Semels, president, Filmvue Trailers, has appointed Joe Kaye, former National Screen representative in Chicago, Baltimore, Washington, Florida, and New York, as vice-president in charge of national sales, with headquarters in Miami. . . . Shots were fired at a sheriff's deputy, car windshields were smashed, and seven persons arrested in a new outbreak of racial trouble in Pahokee following integration of the Prince Theatre by 10 Negroes. A bomb threat by a anonymous telephone caller did not deter the Negroes from attending the theatre. No bomb was found in the theatre. . . . Wometco Enterprises, Inc., board of directors declared a regular quarterly dividend of 14 cents per share on the company's class A common stock. A regular quarterly dividend of five cents per share was voted for the class B stock. . . . Telemeter Pay TV will be introduced into Miami by the first of next year. The system will be operated by South Florida Home Theatres Company, headed by Budd Mayer, a Miami food broker. The Miami installation will be the nucleus of an eventual statewide pay tv system. The company is one of four which signed franchise contracts in New York with International Telemeter Co., a division of Paramount Pictures Corp. Mayer is associated in the Florida venture with Herbert K. Cummings, Chicago, one of the largest stockholders in Loew's Theatres, Inc., as well as local business leaders. Mayer said his company's next step will be to negotiate with Southern Bell to install a special coaxial cable over the 30-square-mile area in which the company hopes to reach some 75,000 housing units. From the master cable, there will be a tap-off into each subscribing home. The homeowner would pay a nominal installation fee plus a monthly rental charge of about $2. Mayer estimates the cost to the company of each installation will be about $150. Telemeter will furnish the bulk of the programming, according to Mayer. . . . Hal Kopplin, Wometco Theatres' advertising director, is a patient at Will Rogers Memorial Hospital, Saranac Lake, New York, and welcomes letters from industry friends.

MEMPHIS

When Variety Clubs International met in Buffalo, Memphis was represented by Dan Coursey, chief barker; Eddie Sonz, official delegate; and Nate Reiss, George Overton, and Bob Bostick, board members. . . . As a special reward for their services, 50 key workers of the Memphis Better Films Council were the guests of Lloyd Bailey, manager of the Strand, for a showing of "The Island of the Blue Dolphins." . . . Mrs. Jessie Howe has reopened Sunset Drive-In, Hot Springs, Ark. . . . Malco's Capitol, Newport, Ark., was destroyed by fire. . . . Bailey Pritchard, branch manager, Allied Artists, is now chief barker of Variety Club, filling out the uncompleted term of Dan Coursey. Coursey has been transferred to Charlotte as branch manager of 20th Century-Fox. During his management of the Memphis Fox branch, he was active in many film row and community projects. . . . Plaza has closed a successful run of "The Carpetbaggers," and reports success with the unusual promotion for children in connection with this movie, which was shown to adults only. Plaza offered a Wednesday morning special when films suitable for children were shown. A large department store sponsored the morning shows. . . ."Women of the World," Embassy film from which the Memphis Censor Board wished to delete several episodes, has been showing at Summer, Frayser, and Sixty-One Drive-Ins and at the Guild, an art house. Federal Judge Bailey Brown, prior to the showings, had ruled that the film is not obscene, and it was shown uncut.

NEW HAVEN-HARTFORD

Joe Giobbi, operator of the 900-seat, subsequent-run downtown Crown, Hartford, has boosted adult admission: Matinee, from 40 cents to 50 cents; evening, from 60 to 75 cents. . . . Norman Kronick, assistant manager at Loew's Palace, Hartford, for the past year, has been shifted to the circuit's State, Providence. . . . Attendance is anticipated at the several-hundred mark for Sept. 28 testimonial dinner honoring retired Loew's Palace manager Lou Cohen in the Statler Hilton Capitol Ballroom. Irv Richland, formerly partnered with brother-in-law Harry Neckes in Richland Amusement Enterprises here, phoned in a reservation from his present Miami Beach, Fla., home. . . . Stanley Warner has new promotion at plush Ambassador Restaurant in Hamden Shopping Mart, offering an adult ticket to every couple dining seven nights a week. The ticket is good for adjoining deluxe S W Cinemart. . . . Edward P. Lord has dropped Monday-Tuesday performances at the newly reopened Palace, Norwich first-run. . . . The Redstone Milford Drive-In is offering free circuit train rides on a nightly basis. . . . Tom Grace, resident manager at the first-run Eastwood for Perakos Theatre Associates, has been named to the East Hartford Town Development Commission. He has a new parking tie-up with nearby Grand Union Supermarkets, providing free space for 400 patrons' cars at all times in return for a daily screen trailer. . . . New England Theatres, Inc., regional AB-PT affiliate, has shuttered the 1800-seat, first-run Brockton, Brockton, Mass., which had been operated by N-E-T and predecessor organizations for 40 years. Morris Simms, resident manager, is to be assigned elsewhere. . . . Film industry delegations from principal Atlantic seaboard cities attended the MPTO of Connecticut annual golf tournament and dinner Aug. 11 at the Racebrook Country Club. Co-chairmen James M. Totman, zone manager for Stanley Warner Theatres, and Albert M. Pickus, owner of the Stratford, Stratford, expected a record turnout.

NEW ORLEANS

Nancy Saia, secretary to Elizabeth Bacon, UA office manager, and Hollis Arieux were married at Mother Frances Cabrini Church. . . . Anita Gibson, 20th-Fox head booker, gave her teen-age daughter, Melanie, a large birthday dinner party. . . . Douglas Desch, Buena Vista southwestern district manager, was in at the local exchange, as was Paul Liday, publicist who was working on Walt Disney's "Mary Poppins" due at the Martin Cinerama on Oct. 28. . . . The local WOMPI assisted in collection taking at Loew's State, among the first to participate in the Will Rogers Hospital-O'Donnell Memorial Research Laboratories annual drive. . . . Jean Martagh is the new assistant to Andy Bevelo, office manager and booker, Exhibitors Cooperative Service. She replaces Lorraine Moss, resigned. . . . Ernest Sands, Allied Artists' general sales manager; and Jim Prichard, AA's southern district manager, were in conferring with manager Ben Jordan and office manager-booker Earl Schroeder. They held consultations for three days with different groups of exhibitors over luncheons. . . . Rene Tate is now at the helm of the Ville Platte Theatre, formerly held by H. B. "Blackie" Guillory, who recently was stricken with a fatal heart attack. . . . Mrs. Mildred Biri, Theatre Owners Service booker, became a four-time grandmother.

PHILADELPHIA

United Artists exchange moves this week from Vine Street to the Fox Building. . . . William Z. Porter, Allied Artists, was in from the west coast on an auditing job at the local exchange. . . . Nathan Hoffman, 60, Local 307, IATSE, projectionist at the Midway and the Nixon, died last week. . . . The preview opening of the new Fox, Muhlenberg Shopping Center, Muhlenberg Township, Reading, Pa., will be held on Aug. 20 . . . Paramount's "Becket" moves from the SW Cheltenham to the SW Boyd on Aug. 26. It will play at the Boyd on a continuous performance basis at $2 top and no reserved seats; and will be shown in 70mm projection, Panavision and Technicolor with full stereophonic sound. . . . Bill Yurasko, former Stanley Warner film buyer in Newark, N. J., has joined Ellis Theatres.

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PORTLAND

Max Burkett, Warner Brothers publicity chief, plans a conference with exhibitors here on the showing of his studio's new Electronovision stage play, "Hamlet." Plans calls for only four showings here, two matinees and evening performances on Sept. 25 and 26. . . . A luncheon honoring Russ Brown, Universal branch manager for the past five years, was held at the New Heathman Hotel. Exhibitors and film row associates attended. Brown moves to Seattle in a similar capacity and will be replaced here by Don McMurdie, formerly of Salt Lake. . . . Rain forced cancellation of the Oregon coast sequence of Warner Brothers' "The Great Race" at Gearhart. One unit managed to shoot backgrounds and plans now call for a September date which would bring Tony Curtis, Jack Lemmon, Natalie Wood, Keenan Wynn, and others here.

PROVIDENCE, R. I.

In a recent series of articles, published in The Providence Journal-Bulletin newspapers, dealing with the "demise" of business in the Riverside section of adjoining East Providence, it was stated, "There used to be a movie house in Riverside." Hardly before the ink was dry or the presses cold, Harry Horton, owner-operator of the cosy, well-operated Gilbert Stuart Playhouse, Riverside, quickly protested that the Providence newspapers had made an error—there still was a motion picture theatre in Riverside. The newspaper editor was forced to acknowledge the mistake and apologize to the theatre and community for belittling the well-patronized movie house. . . . The Avon Cinema and the Boro Drive-In are running a joint newspaper advertising campaign using generous space, heralding the first run-indoor and outdoor showings of "The Night of the Iguana." Both situations are owned and operated by separate chains. . . . The first showings of "Flipper's New Adventure" is on a saturation basis with more than a dozen surrounding conventional and outdoor situations playing day and date. . . . With the construction of the new pedestrian mall and shopping center well underway on Westminster street, the busiest section in downtown Providence, traffic has been eliminated on this thorofare. It has had little or no affect on the Westminster street stores or the popular RKO Albee.

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ST. LOUIS

Francis X. Reller, former Missouri state senator and exhibitor at Wentzville, Mo., will serve as delegate to the Democratic national convention in Atlantic City. . . . Maureen Arthur, daughter of David Arthur, Arthur Enterprises, is currently appearing with Jan Murray at the Sands Hotel in Las Vegas. At the conclusion of this engagement, Miss Arthur will leave for New York where she will have a featured role in the Broadway company of "How To Succeed In Business Without Really Trying." . . . The Beverly Art has announced new low prices and a more varied policy for the balance of the summer. Adult and student prices have been reduced 25 cents each—making the adult admission one dollar and student tickets 75 cents. . . . The Airway Drive-In, operated by General Cinema Corp., and the St. Ann Four Screen, operated by Arthur Enterprises, contributed all proceeds of their Aug. 11 shows to a fund being raised for the families of two police officers who were injured when struck by an automobile last month. The two officers were preparing to direct traffic near the Airway when they were struck.

SAN ANTONIO

Richard Vaughn, manager, downtown Texas, has a novel display in the lobby in conjunction with the current showing of "Bikini Beach." He has a dragstrip racer on display in addition to surf riding equipment. Vaughn also staged another free Saturday morning Pepsi Cola show with admission being six Pepsi bottle caps. Screen attraction was "Beach Party," plus color cartoons. . . . It was a promotion to Colonel for F. E. Peebles and assignment to Chief of the Maintenance Control Division of the Directorate of Maintenance at the San Antonio Air Material Area at Kelly AFB. Col. Peebles was with the Interstate Theatre Circuit at San Marcos, Tex. . . . San Antonio currently holds the honor of being "Beatle Movie Capitol of the U. S.," according to Tom Powers, city manager of Cinema Arts Theatres. Powers reported that 5,500 tickets were sold for the local showing of the Beatles' first length film, "A Hard Day's Night." According to Powers, this is more than any other U. S. city has sold. . . . Lynn Krueger, manager, downtown Majestic, has a display in his lobby of moving vans, in miniature. There is also a Hertz Rent-A-Car contest going in conjunction with the forthcoming showing of "Good Neighbor Sam" at the Broadway. . . . The State, Pittsburg, Tex., was destroyed by a fire of undetermined origin. The chief of the Pittsburg fire department said the blaze started in the theatre which was unoccupied at the time. No estimate of the damage was made immediately. . . . John D. Paxton, city manager, Interstate Theatres, El Paso, is recuperating following an illness at the Providence Memorial Hospital. . . . Services were held for James Jordon Cheshire, Sr., 67, projectionist at Amarillo, Tex. He also was an exhibitor operating the Gem, Abilene, Tex., which he closed in 1940 to return to being a projectionist. . . . R. L. Lowe has opened the State, Lindale, Tex. He also operates the Gem, Quitman, Tex. . . . Estes Burgamy and Truett Fulger have opened the New Home, Home, Tex. . . . The Independent Supply Co., the city's oldest supply house, has sold theatre seats to the new Mount Rose Baptist Church. . . . Adult prices have been reduced to 60 cents at the Texas, Raymondville, Tex., it was announced by M. W. Lemcke, manager. . . . Funeral services were held for Bob Nicholas, who recently took over the Rialto, Higgins, Tex., from a group of businessmen who had operated the theatre for several years as a civic activity. . . . Ramon Garcia-Lence, Dallas, has leased the former Valley, El Paso, Tex., from C. C. Dues. The name of the theatre has been changed to the Fine Arts Cinema and the policy will be art films and second run pictures. Mr. and Mrs. Alberto Sanchez have been named managers of the Fine Arts. Regular exhibitions will be displayed in the lobby by area artists. The Casa View-Arapaho Theatres of Dallas, headed by Lence, operates two art theatres, two D-I's, and regular indoor houses at Dallas and Richardson, Tex. . . . Harry E. Fulgham, Eagle D-I, Eagle Pass, Tex., has retired following completion of 50 years service in the motion picture industry. He is moving to Waco, Tex., to make his home. . . . Jerry Meagher has started construction on a second theatre at Irving, Tex., where he recently opened the new Park Plaza D-I. To be known as the Plymouth Park Cinema, the new theatre is to be located in the Plymouth Park Shopping Center. Work is scheduled to be completed for the grand opening on Dec. 15. . . . Henry Zimmerman, operator, Comfort, Comfort, Tex., is recuperating from a recent illness but has returned to manage the theatre. . . . Trans-Texas Theatres have started remodeling work on the Chief and Burnet D-I's and the Texas, Austin, Tex.

WASHINGTON, D. C.

Jerry Baker met with Max Miller, United Artists publicity rep, mapping out plans for the Beatles' first motion picture, "It's A Hard Day's Night." Baker, managing director for RKO Keith's where the picture will premiere in Washington, announced that Keith's would sell advance tickets for four shows on Aug. 12, with every ticket holder guaranteed a seat. . . . James S. Lipsner, son o Milt Lipsner, branch manager of Allied Artists, has been named director of advertising and publicity for Broumas Theatres. Broumas also appointed Michael Papamichael as vice-president in charge of theatre construction development, and improvement.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

SECTION TWO
Vol. 72 No. 6
AUG. 19, 1964

ALLIED ARTISTS

Station Six Sahara

Allied Artists
(Filmed abroad)

DRAMA
99M.

ESTIMATE: Interesting drama.

CAST: Carroll Baker, Peter Van Eyck, Ian Bannen, Denholm Elliott, Jorg Felmy, Mario Adorf, Biff McGuire, Harry Baird. Produced by Victor Lyndon, executive producer, Gene Gutowski, directed by Seth Holt.

STORY: Jorg Felmy joins a small group of men who keep an oil pumping station operating in the Sahara desert. They are headed by Peter Van Eyck. Also working at the isolated spot are Denholm Elliott, Ian Bannen, and Mario Adorf. Not long after Felmy joins the group, a car crashes near the station, and in it they find injured Biff McGuire and a dazed Carroll Baker. It seems that McGuire is Baker's ex-husband, and he tried to kill them when she refused to return to him. The men are intrigued by Baker's beauty, especially since they get to see women only when pleasure girls make their infrequent rounds. Van Eyck scores with her and plans to go off with her. Felmy also gets to romance her as they await aid from the outside. McGuire tries for a reconciliation once again and when Baker gives him a negative answer, he plunges a knife into her. When the ambulance finally arrives, it takes them both away, and life goes on at the pumping station.

X-RAY: This tale of lonely men and the conflicts that isolation causes between them is interesting and well done. It has a number of angles to sell, such as a lonely and beautiful woman suddenly being thrust into their hungry midst, and the emotional upheavals that arise as a result. The cast performs well, and the direction and production values are good. The pace is interestingly maintained and exploitation-minded exhibitors should be able to arouse a substantial want-to-see on the part of adult audiences. In addition to the drama, Ian Bannen provides some welcome comedy. The screenplay is by Bryan Forbes and Brian Clemens.

AD LINES: "Six Men And A Woman Alone On A Remote Desert Outpost"; "An Unusual Story About Six Men And A Girl Far Removed From Civilization And Its Demands."

IMPORTANT

Data carried in this issue of REVIEWS as it pertains to the 1963-64 season will not be carried in complete detail again. Subsequent issues will be compiled as of and after the issue of Sept. 2, 1964, and will start the only complete reviewing record of the 1964-65 season in any motion picture trade paper. Additional data of the 1963-64 season will continue to be carried in REVIEWS until the record is completed.

Back issues of REVIEWS are available for purchase on request at the MOTION PICTURE EXHIBITOR Bookshop.

COLUMBIA

Behold A Pale Horse

Columbia
(Filmed abroad)

DRAMA
118 M.

ESTIMATE: Off-beat drama is well-made.

CAST: Gregory Peck, Anthony Quinn, Omar Sharif, Raymond Pellegrin, Paola Stoppa, Mildred Dunnock, Daniela Rocca, Christian Marquand, Marietto Angeletti, Perette Pradier. Directed and produced by Fred Zinnemann; associate producer, Alexander Trauner.

STORY: When the Spanish rebellion ends, many Loyalists go into voluntary exile in France. Among them is Gregory Peck, who continues to battle the authorities via frequent forays over the border. He is a thorn in the side of police captain Anthony Quinn over the years, and though there is a considerable reward on his head, it has yet to be collected. When his mother, Mildred Dunnock, becomes deathly ill and is hospitalized, Quinn sees a chance to trap Peck after seeing to it that he gets word of her illness, and surrounds the hospital. Peck thinks about making the journey and is aided as to hospital details by orphaned Marietto Angeletti, whose father was a friend of Peck's and who wants to see Quinn killed for being responsible for the death of his father. Dunnock asks priest Omar Sharif to get word to Peck to stay away as a trap has been set for him. Sharif learns that she died before he leaves the hospital to make his pilgrimage to Lourdes, and he stops off to warn Peck. The latter is out and the orphan destroys the letter, still hoping Peck will kill Quinn. Peck doesn't believe the boy when he remorsefully admits the presence of Sharif, but Peck eventually finds Sharif. He has little faith in the clergy, but he believes Sharif. Peck is still determined to go and arms himself. Peck is killed by the police, and he and Dunnock are taken out for burial side by side. A triumphant Quinn accepts congratulations as he prepares to make a pilgrimage to Lourdes with his mistress.

X-RAY: Two enemies divided by a country's border and by different ideals oppose each other over the years until a climatic showdown results in an unhappy solution. This dramatic adventure is on the long side as the story unfolds in leisurely fashion, building to the suspenseful climax. The end result will probably best be appreciated by those who like their film entertainment a bit on the arty side. The performances are high on quality, and the direction and production values are able and competent, with interest well-enough maintained during its unreeling. Its off-beat qualities can probably be stressed and sold to advantage to those audiences seeking the different and the unusual. The screenplay is by J. P. Miller, based on the novel by Emeric Pressburger.

TIPS ON BIDDING: Higher bracket in some situations.

AD LINES: "An Adventure Of Unusual Merit"; "A Thrilling Drama Of Two Men Of Strong Will In Conflict To The Death."

EMBASSY

A House Is Not A Home

MELODRAMA
95M.

Embassy

ESTIMATE: Exploitable meller based on madam's memoirs.

CAST: Shelly Winters, Robert Taylor, Ceasar Romero, Ralph Taeger, Kaye Ballard, Broderick Crawford, Mickey Shaughnessy, Lisa Seagram, Meri Welles, Jesse White, Connie Gilchrist, Contsance Dane, Allyson Ames, Lewis Charles, Steven Peck, Michael Forest, Stanley Adams, Dick Reeves, Roger Carmel, J. Pat O'Malley, Alice Reinheart, Ben Astar, Hayden Rorke, Benny Rubin, Tom D'Andrea, Gee Gee Galligan, Alex Gerry, Edmon Ryan, George Casir, Charles E. Fredericks, Bayness Barron, Jerry James, Michael Ross, Larry Barton, Steve Carruthers, Billy Beck, June Gleason, Wynne Brown, John Indrisano, Max Power, Sandra Scott, Roxanne Arlen, Wilda Taylor, Amede Chabot, Danica D'Hondt, Leona Gage, Sandra Grant, Diane Libby, Patricia Manning, Inga Nielson, Francine Pyne, Astrid Schultz, Patricia Thomas, Raquel Welch, Edy Williams. Presented by Joseph E. Levine; produced by Clarence Greene; directed by Russell Rouse.

STORY: Shelly Winters (Polly Adler) works in a sweatshop and lives with her strict aunt and uncle. They throw her out after she is raped, and she is given a place to stay by racketeer-politician Robert Taylor. She recruits some girls for a party given by Taylor and he rewards her handsomely. Soon, she is installed in a handsome apartment filled with beautiful girls, and her life as a "madam" is launched. She meets handsome young musician Ralph Taeger, aids his career, and they fall in love. He is disillusioned when he learns where her money comes from. Winters gets rich, but life is loveless. She is involved in gangland maneuvering leading to the deportation of Ceasar Romero (Lucky Luciano). Taeger tries for a reconciliation, but Winters realizes that there is no future for them. She has chosen her life.

X-RAY: In many ways, this is an old fashioned meller, which unreels in formula style. Performances are fine, however, and there are some exploitable names plus the obvious sensational aspects of the story. Backed by Embassy's high powered exploitation guns, it should acquit itself well at boxoffices, although compared to some recent adult dramas, it is pretty tame stuff. The prohibition period is nicely captured. Of course, the subject matter and rather flamboyant language make it suitable for adults only. Screenplay is by Rouse and Greene, based on the book by Adler.

(Continued on page 5198)

ALPHABETICAL GUIDE

(*Continued from page 5208*)

Siege Of The Saxons—85m.—Col. 5089
Silence, The—95m.—For. 5139
Sin On The Beach—75m.—For. 5163
633 Squadron—101m.—UA 5175
Skydivers, The—75m.—Misc. 5127
Slime People, The—60m.—Misc. 5134
Small World Of Sammy Lee, The—105m.—For ...5092
Soldier In The Rain—88m.—AA 5109
Son Of Captain Blood—88m.—Par. 5114
Sound Of Laughter, The—75m.—Misc. 5122
Sound of Trumpets, The—90m.—For. 5107
South Pacific—151m.—Fox—RE 5142
Square Of Violence—96m.—MGM 5098
Steppe, The—100m.—For. 5107
Stage To Thunder Rock—82m.—Par. 5174
Stark Fear—86m.—Misc. 5134
Station Six Sahara—99m.—AA 5197
Stop Train 349—95m.—AA 5189
Strangler, The—89m.—AA 5153
Stolen Hours—100m.—UA 5098
Suitor, The—83m.—For. 5107
Summer Holiday—100m.—A-I 5105
Sunday In New York—105m.—MGM 5117
Sunswept—65m.—For. 5120
Surf Party—68m.—Fox 5151
Strait-Jacket—89m.—Col. 5121
Swingin' Maiden, The—81m.—Col. 5125
Sword In The Stone, The—75m.—BV 5097
Sword Of El Cid, The—86m.—For. 5194

T

Take Her, She's Mine—98m.—Fox 5102
Tamahine—85m.—MGM 5150
Terrified—70m.—Misc. 5119
Terror, The—81m.—A-I 5093
That Man From Rio—114m.—For. 5179
Thin Red Line, The—99m.—AA 5161
Third Secret, The—103m.—Fox 5162
Three Lives Of Thomasina, The—97m.—BV 5117
Third Of A Man—80m.UA 5091
3 Nuts In Search Of A Bolt—80m.—Misc. 5190
3 Stooges Go Around The World In A Daze, The—94m.—Col. 5089
Therese—107m.—For. 5127
Thunder Island—65m.—Fox 5098
Tiara Tahiti—100m.—For. 5116
Tiger Walks, A—91m.—BV 5145
To Bed—Or Not To Bed—103m.—For. 5127
Tomorrow At Ten—80m.—For. 5166
Tom Jones—113m.—UA 5100
Torpedo Bay—95m.—A-I 5145
Touch Of Hell, A—87m.—For. 5143
Troublemaker, The—80m.—Misc. 5182
20,000 Leagues Under The Sea—127m.—BV—RE .5098
Twice Told Tales—119m.—UA 5099
Twilight Of Honor—104m.—MGM 5094
Two Are Guilty—131m.—MGM 5142
Two Nights With Cleopatra—80m.—For. 5107

U

Under The Yum Yum Tree—110m.—Col. 5098
Unsinkable Molly Brown, The—128m.—MGM 5169

V

Victors, The—153m.—Col. 5105
Viva Las Vegas—86m.—MGM 5170

W

Wacky Playboy, The—63m.—Misc. 5135
Walk A Tightrope—69m.—Par. 5170
Walls Of Hell, The—88m.—Misc. 5193
War Is Hell—81m.—AA 5125
War Of The Buttons, The—92m.—For. 5124
Walleyed Nippon—90m.—For. 5104
Weekend—84m.—For. 5166
What A Way To Go—111m.—Fox 5151
Wheeler Dealers, The—106m.—MGM 5094
White Slaves Of Chinatown—70m.—Misc. 5171
Who's Been Sleeping In My Bed?—103m.—Par. .5114
Who's Minding The Store?—90m.—Par. 5114
Wild and Wonderful—88m.—U 5166
Witch's Guest—79m.—For. 5139
World Of Henry Orient, The—106m.—UA 5147

X

X—The Man With The X-Ray Eyes—80m.—A-1 ..5093

Y

Yanco—85m.—For 5183
Yank In Viet-Nam, A—80m.—AA 5129
Yesterday, Taday And Tomorrow—119m.—Emb. .5149
Young And Willing—110m.—U 5131
Young Go Wild, The—88m.—For 5163
Young Swingers, The—71m.—Fox 5155

Z

Zulu—138m.—Embassy 5173

A House Is Not A Home

(*Continued from page 5197*)

Ad Lines: "Polly's Girls Lived It Up In The House That Was Not A Home"; "The Most Notorious Woman Of Her Time . . . And What A Time It Was."

MGM

Murder Most Foul

Melodrama
90M.

MGM
(Filmed in England)
(Panavision)

Estimate: Margaret Rutherford and Agatha Christie ride again.

Cast: Margaret Rutherford, Ron Moody, Charles Tingwell, Andrew Cruickshank, Megs Jenkins, Ralph Michael, James Bolam, Stringer Davis, Francesca Annis, Allison Seebohm, Dennis Price, Terry Scott. Produced by Ben Arbeid; directed by George Pollock.

Story: When a former actress is found dead and a lodger in her home is arrested at the scene, everyone expects that the verdict will be guilty in what appears to be an open and shut case. They don't reckon with Margaret Rutherford, who refuses to go along with the other jurors because she is not satisfied with some aspects of the case. A mistrial is declared, and she sets about to prove that the lodger can't be guilty with the aid of friend Stringer Davis. They search the dead woman's home on a pretext and find that the trail leads to a third-rate repertory company headed by Ron Moody. Rutherford poses as an actress, but Moody is more interested when he learns that she has money, which the company needs. Shortly after her arrival, there is another murder of one of the cast. When she begins to get too close, an attempt is made on her life, but this misfires. Still another cast member is killed. Her snooping uncovers the fact that years ago a member of the company was hanged for the murder of her husband and that her son went to live with the actress, who was the first of the corpses. In a showdown, James Bolam stands revealed as the murderer and frustrated blackmailer.

X-Ray: Once again, Margaret Rutherford portrays Agatha Christie's favorite sleuth, Miss Marple, and she gets in and out of mysterious situations in interesting fashion that should hold audience attention. The acting is good, and direction and production are commendable. It should do okay as part of the show. The screenplay is by David Pursall and Jack Seddon, based on the novel, "Mrs. McGinty's Dead."

Ad Lines: "Another Agatha Christie Mystery Thriller With Margaret Rutherford As The Know-It-All Sleuth"; "Murder Will Out Until Miss Marple Gets On The Trail Of The Killer."

UNIVERSAL

The Lively Set

Drama
95M.

Universal
(Color)

Estimate: Okay entry for teens and their elders.

Cast: James Darren, Pamela Tiffin, Doug McClure, Joanie Sommers, Marilyn Maxwell, Charles Drake, Peter Mann, Carole Wells, Frances Robinson, Greg Morris. Produced by William Alland; directed by Jack Arnold.

Story: James Darren, 22, returns from a hitch in the Army and is talked into attending college by his mother, Marilyn Maxwell, instead of being allowed to enter an auto repair shop with his father, where he could continue to build and experiment with racing cars. There he meets student automotive engineer Doug McClure and his sister Pamela Tiffin, with the latter being romantically attracted to him. He shows them a gas turbine engine he has been working on. Eventually, he and Tiffin fall in love, and he quits college to continue experimenting with auto engines. He has success in races with his jet engine, which attracts millionaire racing enthusiast Peter Mann, who hires him to build two racing cars, one for speed and a passenger car for an endurance contest. Darren refuses to listen to McClure about testing the speed model in a wind tunnel before taking it out, and it breaks down at high speed. Mann fires him and gets rid of his models which are bought secretly by the parents of Tiffin and Darren. He sets about building a gas turbine passenger car to be entered in the endurance race. He listens to advice and a successful model results, which wins the thrill-packed race, allowing him to pay back the parents, get married, and enroll in college to further his technical education.

X-Ray: Although this entry is a bit slow in getting started, it winds up in a thrill-packed climax. Along the way, it dabbles in romance, comic scenes and situations, drama, and the building and racing of automobiles. Teeners and young adults should generally like what they see, although it takes a bit more time to tell the story than is necessary. A few musical numbers by Darren and Joanie Sommers are also to be found in the film, which was written by Mel Goldberg and William Wood, based on a story by William Alland and Goldberg. It should do okay as part of the show.

Tip On Bidding: Better program rates.

Ad Lines: "Thrills And Chills Follow The Dragster"; "Gorgeous Gals And Fast Cars Follow 'The Lively Set'."

1963-1964 FILM SEASON
ANNUAL INDEX

Published annually at the close of each 12-month Film Season, this easily saveable service provides subscribers to MOTION PICTURE EXHIBITOR with a complete annual reference record to all Features and Shorts: (a) by DISTRIBUTION SOURCE, (b) by ALPHABET, (c) by PRODUCTION NUMBER, (d) by RELEASE DATE, and (e) with complete data on RUNNING TIME, REVIEW DATE, Pink REVIEWS page NUMBER, LEGION OF DECENCY CLASSIFICATION, CAST, REVIEWER'S ESTIMATE, etc. Where complete individual REVIEWS sections for the preceding 12 months HAVE been saved, this ANNUAL INDEX serves as the final annual installment and complete annual index. This ANNUAL INDEX should be saved as a record of the complete 12-month Season, even though individual REVIEWS sections through the year may not have been saved.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

AUGUST 19, 1964 SECTION TWO
VOL. 72, No. 6

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 GUN HAWK, THE—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6406 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)
6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
6408 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
SECRET DOOR, THE—Robert Hutton, Sandra Dorne
.NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
MASTER SPY—Steven Murray, June Thorburn—English
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
PARTY, THE—Carol Lynley
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
WHITE SAVAGE—(EC)—Janette Scott, Keiron Moore

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
822 COMMANDO—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vils—5093—(9-25-63) Superior science fiction entry holds interest
805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
DIARY OF A BACHELOR—(S)—William Traylor, Dagne Crane
FEAR—Boris Karloff
GODZILLA VS THE THING—(EC)—Japanese-made
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear	A2	MGM
• Adventures Of Ali Baba, The		U
• Adventures Of Scaramouche		Emb.
Act One	A2	WB
Adorable Julie		For.
• Affair At The Villa Fiorita, The		WB
• Agony And The Ecstasy, The		Fox
All The Way Home	A2	Par.
America, America	A3	WB
• Americanization of Emily, The	B	MGM
• Amok		Fox
Any Number Can Win	A2	MGM
• Apache Uprising		Fox
• Ape Woman, The		Emb.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

• Aphrodite, Goddess Of Love ..		Emb.
• Art Of Love		U
Avenger, The		For.
Of Orgosolo	A2	For.

B

Bandits Of Orgosolo	A2	For.
Barbarian's The		For.
Bedtime Story	A3	UI
• Bear, The	A1	Emb
Behold A Pale Horse	A2	Col.
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
Bikini Beach	A3	A-I
Black Duke, The		For.
Black Like Me	A4	Misc.
Black Sabbath	B	AI
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow		AA
Blood On The Balcony		For.
Bomb In High Street		For.
Brass Bottle The	A1	U
Bridge On The River Kwai, The-RE	A1	Col.
Bridge To Glory		For.
• Buddha		UA
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U

C

Captain Newman, M.D.	A2	U
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
Carpetbaggers, The	B	Par.
Cartouche		Emb.
Castilian, The	A2	WB
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
Challenge To Love		For.
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	A1	Par.
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
Condemned Of Altona, The ...	A3	Fox
• Congo Vivo		Col.
• Conquered City		AI
Conjugal Bed, The	B	EMB
• Contempt		Emb.
• Crack In The World		Par.
Crawling Hand, The		Misc.
Crazy Desire	B	EMB
Crimson Blade, The	A1	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
• Diary Of A Bachelor		AI
• Dingaka		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Doulas, The Fingerman		For
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Doctor In Distress		For.
Dr. Strangelove	A4	Col.
Don't Tempt The Devil	A3	For.
Duel Of Champions		For.

E

• Earth Dies Screaming, The		Fox
Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• Emil And The Detectives		BV
Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
Erik, The Conqueror	A2	A-I
• Escape By Night	A2	AA
Escape From Hell Island		Misc.
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jones	A3	Fox

F

• Fail Safe		Col.
Fall Of The Roman Empire	A1	Par.

LAST TOMB OF LIGEIA, The—(S; C)—Vincent Price
NAVAJO RUN—Johnny Seven, Virginia Vincent
OPERATION SNAFU—Sean Connery, Stanley Holloway
PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Rovter
VOYAGE TO THE END OF THE UNIVERSE—(S)—Dennis Stephens

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair Import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barberra—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino——5173 (6-10-64) Lavish and spectacular period adventure tale—European made
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal
QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RIDE THE WILD SURF—D-101m.—(Color)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made
006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herilhy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RISE OF GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason
SENILITA—Anthony Franciosa, Claudia Cardinale
SHIPS OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes
WORLD WITHOUT SUN—Jacques Cousteau Documentary

EMBASSY

CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 *(12-18-63)—Mediocre import—English-made*
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barray—French-made
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian
BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
DINGAKA—Stanley Baker, Juliet Prouse
HELLFIRE CLUB—Peter Cushing, Adrienne Corri
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
ONLY ONE NEW YORK—Documentary
SANTA CLAUS CONQUERS THE MARTIANS—Fantasy

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
5421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
FLIPPER'S NEW ADVENTURE—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
GLADIATORS SEVEN—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
GOLDEN ARROW, THE—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
GOLD FOR THE CAESARS—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HONEYMOON HOTEL—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
HOW THE WEST WAS WON—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
KISSIN' COUSINS—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
LOOKING FOR LOVE—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
NIGHT MUST FALL—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
NIGHT OF THE IGUANA, THE—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
RHINO!—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
SEVEN FACES OF DR. LAO—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
TAMAHINE—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
UNSINKABLE MOLLY BROWN, THE—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior muscial fun entertainment
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made
VIVA LAS VEGAS—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Sept. **MGM'S BIG PARADE OF COMEDY**—Compilation
Oct. **YOUNG LOVERS, THE**—Peter Fonda, Sharon Huguney
Oct. **JOY HOUSE**—Jane Fonda, Alan Delon
Oct. **OF HUMAN BONDAGE**—Kim Novak, Laurence Harvey
Oct. **SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
MURDER AHOY—Margaret Rutherford, Lionel Jeffries—English-made
OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer
ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
• Fargo		U
• Fate Is The Hunter		Fox
• Father Goose		U
• Favor, The		U
FBI Code 98	A1	WB
• Fear		A-I
• Ferry Cross The Mercey		UA
• Finest Hours, The		Col.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	A1	MGM
• Fluffy		U
For Those Who Think Young	A3	UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb

G

• Gallegher		BV
• Ghost At Noon		Emb.
Giant Monster, The		For.
• Girl Happy		MGM
Girl With Green Eyes	A4	For.
Given Word, The		For.
Glass Cage, The		Misc.
Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
• Godzilla Vs The Thing		AI
Gold For The Caesars	A2	MGM
Golden Arrow, The	A1	MGM
• Goldfinger		UA
Goliath And The Vampires	A2	A-I
Gone Are The Days	A2	Misc.
• Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
Grand Olympics, The		For.
• Graveside Story, The		A-I
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
• Guns At Batasi		Fox
• Guns Of August		U

H

• Hallelujah Trail, The		UA
Hard Day's Night, A	A1	UA
• Harvey Middleman, Fireman		Col.
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
He Rides Tall	B	U
• Hellfire Club		Emb.
• Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	A1	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
• High Wind In Jamaica, A		Fox
Honeymoon Hotel	B	MGM
Hootenanny Hoot	A2	MGM
• Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
House Is Not A Home, A	B	Emb.
• How To Murder Your Wife		UA
How The West Was Won	A1	MGM
• Hush, Hush, Sweet Charlotte		Fox

I

I'D Rather Be Rich	A2	U
• I'll Take Sweden		UA
Incredible Journey, The	A1	BV
• In Harm's Way		Par.
In The French Style	A3	Col.
Incredible Mr. Limpet, The	A1	WB
Intimate Diary Of Artists' Models		Misc.
• Invitation To A Gunfighter		UA
Island Of The Blue Dolphins	A1	U
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

• John Goldfarb, Please Come Home		Fox
Johnny Cool	B	UA
• Joy House		MGM
• Joy In The Morning		MGM
• Judith		Par.

K

Killers, The	A3	U
Kings Of The Sun	A2	UA
• Kiss Me, Stupid		UA
Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
• Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
Ladybug, Ladybug	A2	UA
Lady In A Cage	B	Par.
Lassie's Great Adventure	A1	Fox
• Last Man on Earth	A2	A-I
• Last Tomb Of Ligeia, The	A1	
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
• Lilith	A4	Col.
• Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The		U
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
Looking For Love	B.	MGM
• Lord Jim		Col.
Lorna		Misc.
• Love Has Many Faces		Col.
• Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.
• Loved One, The		MGM

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
Mail Order Birde	A3	MGM
• Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marnie	A3	U
• Marriage-Italian Style		Emb.
• Mary Poppins		BV
Mary, Mary	A2	WB
Masque Of The Red Death	B	AI
• Master Spy	A1	AA
McHale's Navy	A1	U
• MGM's Big Parade Of Comedy.	A1	MGM
McLintock	A1	UA
• Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Mistress For The Summer, A	C	For.
Moon-Spinners, The	A1	BV
Move Over, Darling	A3	Fox
• Murder Ahoy		MGM
Murder Most Foul		MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Son, The Hero	A1	UA

N

• Naked Kiss, The	A3	AA
• Navajo Run		AI
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
New Kind Of Love, A	B	Par.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
• Night Train To Paris		Fox
• Night Walker, The		U
Night Watch, The		For.
Nightmare	A2	U
No, My Darling Daughter	A2	For.
• None But The Brave		WB
Nothing But The Best		For.

O

• Of Human Bondage	B	MGM
Of Love And Desire	B	Fox
Of Wayward Love	C	For.
Of Women and Pleasures		For.
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
One Potato, Two Potato		Misc.
• One Way Pendulum		UA
• Only One New York		Emb.
• Operation Crossbow		MGM
• Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
• Out-Of-Towners, The	A3	WB
• Outrage, The		MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint
YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif
YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson
YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons
ZEBRA IN THE KITCHEN—Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6319 **BECKET**—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6315 **CARPETBAGGERS, THE**—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6400 **FALL OF THE ROMAN EMPIRE, THE**—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
6311 **LADY IN A CAGE**—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6316 **LAW OF THE LAWLESS**—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
6314 **PARIS WHEN IT SIZZLES**—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
6322 **PATSY, THE**—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
6320 **RING OF TREASON**—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323 **ROBINSON CRUSOE ON MARS**—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry
6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
6324 **STAGE TO THUNDER ROCK**—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
WALK A TIGHTROPE—MD-69m.—Dan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

COMING

CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis
IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
JUDITH—Sophia Loren, Peter Finch, Jack Hawkins
ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck
SYLVIA—Carroll Baker, George Maharis, Ann Southern
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean
APACHE UPRISING—(C)—Audie Murphy
EARTH DIES SCREAMING, THE—Willard Parker, Virginia Field
ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English
HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten
JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov
NIGHT TRAIN TO PARIS—Leslie Neilson, Eric Pohlman
PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa
REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux
RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone
SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker
THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter
WITCHCRAFT—Lon Chaney
ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sareh Miles—5118 (12-18-63)—Best tor the arty set—Harvey
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht
6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
HARD DAY'S NIGHT, A—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made tun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean
6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch
6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror Item—Kent
6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Sept. **WOMAN OF STRAW**—(C)—Gina Lollabrigida, Sean Connery
Sept. **BUDDHA**—(TR; C)—Japanese-made

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made
GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa
HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
SECRET INVASION, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Cormen
SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
6421 **BULLET FOR A BADMAN**—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program
6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names
6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good Item for family and youngster trade
6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

• Pajama Party		A1
Palm Springs Week-End	B	WB
Panic Button	A3	For.
Paris Pick-Up		Par.
• Party, The		AA
Paris When It Sizzles	A3	Par.
• Passionate Thief, The	A3	Emb.
Patsy, The	A1	Par.
Pink Panther	A3	UA
• Playboy		Col.
• Play It Cooler		Col.
• Pleasure Seekers, The		Fox
• Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomania		Misc.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.

R

• Racing Fever	B	AA
• Rage To Live, A		UA
Raiders, The	A1	U
Raiders Of Leyte Gulf, The	A1	For.
Rampage	B	WB
Reach For Glory		Col.
Red Lips		For.
• Reward, The		Fox
Rhino	A1	MGM
Ride The Wild Surf		Col.
Ring of Treason	A2	Par.
• Rio Conchos		Fox
• Rise Of Genghis Kahn, The		Col.
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	A1	Par.
• Rounders, The		MGM
• Roustabout		Par.
Running Man, The	A3	Col.

S

Sadist, The		Misc.
• Samson And The Slave Queen	A1	A-I
• Sandokan, The Great		MGM
• Santa Claus Conquers The Martians		Emb.
• Satan Bug, The		UA
• Secret Door, The	A2	AA
• Secret Invasion, The	A2	UA
Seduced And Abandoned		For.
• Send Me No Flowers		U
• Senilita		Col.
Servant, The	A4	For.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
Seventh Dawn, The	B	UA
• Sex And The Single Girl	B	WB
• Shabby Tiger, The		UA
• Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	B	UA
Siege Of The Saxons	A1	Col.
• Signpost To Murder		MGM
Sin On The Beach		For.
• Sing And Swing		U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
• Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The	A1	Par.
• Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
Station Six Sahara	B	AA
Stolen Hours	A2	UA
Stop Train 349	A2	AA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	A1	A-I
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
Sword In The Stone	A1	BV
Sword Of El Cid, The		For.
• Sylvia		Par.

T

•Taggert		U
Take Her, She's Mine	A3	Fox
Tamahine	A3	MGM
Terror, The	A2	A-I
That Man From Rio	A2	For.
•These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina, The	AI	BV
3 Nuts In Search Of A Bolt		Misc.
•Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	AI	Col.
Third Of A Man	A2	UA
Third Secret, The	A3	Fox
•36 Hours		MGM
•Those Calloways		BV
•Those Magnificent Men In Their Flying Machines		Fox
•Thousand Clowns, A		UA
•Three Stooges Meet The Gunslingers, The		Col.
Thunder Island	A2	Fox
Tiger Walks, A	AI	BV
•Tiko And The Shark		MGM
•Time Travelers, The		A-I
Tom Jones	A4	UA
Tomorrow At Ten		For.
•Topkapi		UA
Torpedo Bay	A3	AI
Touch Of Hell, A		For.
•Train, The		UA
•Traveling Lady, The		Col.
Troublemaker, The		Misc.
•Truth About Spring, The		U
20,000 Leagues Under The Sea-Re.	AI	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM
•Two On A Guillotine		WB

U

•Unearthly Stranger, The	AI	A-I
•Under Age	B	AI
Under The Yum Yum Tree	A4	Col.
Unsinkable Molly Brown, The	A2	MGM

V

•Vice And Virtue	B	MGM
Victors, The	A3	Col.
•Visit, The	A4	Fox
Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM
•Von Ryan's Express		Fox
•Voyage To The End Of The Universe		A-I

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Wall Of Noise	B	WB
Walls Of Hell, The		Misc.
War Is Hell	A2	AA
•Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
Wheeler Dealers, The	A2	MGM
•Where Love Has Gone	A3	Par.
•White Savage		AA
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	AI	Par.
Wild And Wonderful	AI	U
•Witchcraft		Fox
•Women Of Straw	A3	UA
•Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA
•World Without Sun		Col.

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yanco		For.
Yank In Viet-nam, A	AI	AA
•Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
•Young Girls Of Good Family		Emb.
•Youngblood Hawke	A3	WB
Young And Willing	A4	U
•Young Cassidy		MGM
•Young Fury		Par.
Young Go Wild, The		For.
•Young Lovers, The		MGM
Young Racers, The	A2	A-I
Young Swingers, The	AI	Fox
•Your Cheatin' Heart		MGM

Z

•Zebra In The Kitchen		MGM
•Zorba, The Greek		Fox
Zulu	A3	Emb.

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FAVOR, THE—(C)—Rock Hudson, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
GUNS OF AUGUST—World War I Documentary
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
SING AND SWING—David Hemmings, Joan Newell—English-made
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD-110m.—George Hamilton, Jeson Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
352 CASTILIAN, THE—D—103m.—(Panecolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 DEAD RINGER—D-115m.—Bette Davis, Keri Malden—5131 (2-5-64)—Interesting drama
363 DISTANT TRUMPET, A—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 DR. CRIPPEN—D-98m.—Donald Pleesence, Corel Browne, Samantha Egger—5133 (2-19-64)—Fair Import—English-made
366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)--Western has angles for boxoffice action
359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
360 MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 MARY, MARY—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
353 RAMPAGE—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
ROBIN AND THE 7 HOODS—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please
351 WALL OF NOISE—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra,, Clint Walker
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natelie Wood, Henry Fonde
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV,-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLACK LIKE ME—D—107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental
BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hemmer Bros.
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hensen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Ratt—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made in Philippines—Hemisphere
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary —American Film Dist.

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ADORABLE JULIA—C—94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BANDITS OF ORGOSOLO—D-98m.—Michele Cossu, Peppeddu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLACK DUKE, THE—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

BOMB IN THE HIGH STREET—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere

CHALLENGE TO LIVE—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho

DEVIL DOLL—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DOULOS THE FINGER MAN—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

GIVEN WORD, THE—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Lionex

GRAND OLYMPICS, THE—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MISTRESS FOR THE SUMMER, A—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films

NIGHT WATCH, THE—D—118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion

NO, MY DARLING DAUGHTER—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.

NOTHING BUT THE BEST—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.

OF WAYWARD LOVE—COMP—91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary

OF WOMEN AND PLEASURES—COMP.-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union

ORGANIZER, THE—D—126m.—Marcello Mastrioianna, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental

PANIC BUTTON—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere

RED LIPS—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.

SERVANT, THE—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made

SEDUCED AND ABANDONED—CD—118m.—Saro Urzi, Stefania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles—Continental

SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC

THAT MAN FROM RIO—C-114m.—(EC)—Jean-Paul Belmonde, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert

TOMORROW AT TEN—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor

TOUCH OF HELL, A—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films

WEEKEND—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.

YANCO—D-85m.—Ricardo Ancona,—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

YOUNG GO WILD, THE—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

Allied Artists

6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6406	Never Put It in Writing	
6407	The Naked Kiss	May
6408	The Thin Red Line	
6409	Stop Train 349	July
6410	Master Spy	July
	Escape By Night	Aug.
	Station Six Sahara	Aug.
	Racing Fever	Sept.
	Blood On The Arrow	Sept.

American-International

A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Oct.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April
A10	Conquered City	Sept.
A11	Operation SNAFU	Oct.
A12	Godozilla Vs The Thing	Aug.
	Diary Of A Bachelor	Sept.
	Pajama Party	Nov.
	Navajo Run	Nov.

Buena Vista

Fantasia—RE	Oct.
20,000 Leagues Under The Sea—RE	Oct.
The Incredible Journey	Nov.
Sword In The Stone	Dec.
Three Lives Of Thomasina	June
The Moon-Spinners	Oct.
So Dear To My Heart—Re.	Oct.
Mary Poppins	Oct.

Columbia

001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
	Siege Of The Saxons	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Men	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.
	Lileth	March
	Swingin' Maiden	March
	Psyche 59	April
	The Quick Gun	April
	Devil Ship Pirates	May
	The Crimson Blade	May
	Bridge On The River Kwai—Reissue	May
	The Long Ships	June
	Hey There, It's Yogi Bear	June
	Good Neighbor Sam	July
	The New Interns	Aug.
	Ride The Wild Surf	Aug.
	Behold A Pale Horse	Sept.
	Lilith	Sept.
	Fail Safe	Oct.
	The Pumpkineater	Oct.
	The Finest Hours	Oct.
	World Without Sun	Nov.
	Traveling Lady	Nov.

Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
Three Penny Oprea	
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.
Hellfire Club	June
Fury Smuggler's Bay	June
Zulu	July
Crazy Desire	July
Contempt	July
Cartouche	July
A House Is Not A Home	Aug.
Adventures Of Scaramouche	Aug.
Only One New York	Aug.

MGM

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	Sept.
	Gladiators Seven	May
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Flipper's New Adventure	June
	Gold For The Caesars	June
	Gladiator's Seven	Nov.
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	Aug.
	Honeymoon Hotel	Aug.
	Night Of The Iguana	Aug.
	Evo Vadis—Re.	Sept.
	The Young Lovers	Oct.
	Signpost To Murder	Oct.
	Your Cheatin' Heart	Nov.
	Of Human Bondage	Nov.
	The Outrage	Nov.

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6311	Lady In A Cage	July
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	June
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
6320	Ring Of Treason	Aug.
6323	Robinson Crusoe On Mars	June
6324	Stage To Thunder Rock	June
	Walk A Tightrope	July
	The Patsy	Aug.
	The Caddy—Re.	Sept.
	You're Never Too Young—Re.	Sept.
	Where Love Has Gone	Oct.
	Roustabout	Nov.

20th-Fox

301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	Dec.
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.
401	Man In The Middle	Jan.
	Surf Party	Jan.
	Shock Treatment	Feb.
	Eyes Of Anne Jones	Feb
	The Third Secret	March
	The Curse Of The Living Corpse	April
	Horror Of Party Beach	April
	The Longest Day	June
	Cleopatra	June
	What A Way To Go	June
	The Visit	Aug.
	Witchcraft	Sept.
	Horror Of It All	Sept.
	Guns At Batasi	Sept.
	Night Train To Paris	Sept.
	The Earth Dies Screaming	Oct.
	Fate Is The Hunter	Oct.
	Rio Conchos	Nov.

United Artists

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	Apirl
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Irma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6322	McClintock	Nov.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	
	Tom Jones	Feb.
6402	Kings Of The Sun	Dec.
	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6403	The Pink Panther	March
	Flight From Ashiya	April
	From Russia With Love	April
	The Best Man	May
	World Of Henry Orient	June
6410	For Those Who Think Young	June
6412	633 Squadron	July
	The Seventh Dawn	July
	A Shot In The Dark	July
	A Hard Day's Night	Aug.
	Woman Of Straw	Sept.
	Buddha	Sept.
	Topkapi	Oct.

Universal

6401	Charade	Jan.
6402	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil of Frankenstein	June
6415	Nightmare	June
	Wild And Wonderful	July
6417	Bedtime Story	July
6418	Marnie	Aug.
	Island Of Blue Dolphins, The	Aug.
6420	McHale's Navy	Sept.
6421	Bullet For A Badman	Sept.
6424	The Killers	Oct.
	Guns Of August	Sept.
	I'd Rather Be Rich	Oct.
	The Lively Set	Nov.
	Send Me No Flowers	Nov.

Warners

351	Wall Of Noise	Sept.
352	The Castilian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
363	Distant Trumpet	May
364	FBI Code-98	June
366	Ensign Pulver	July
	Robin And The 7 Hoods	July
	Kisses For My President	Oct.
	My Fair Lady	Oct.
	Youngblood Hawke	Nov.

The Shorts Parade

1962-63 1963-64 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

19301 Little Whirlwind
19302 The Whalers
19303 First Aiders
19304 Army Mascot
19305 Goofy Gymnastics
19306 Home Made Home
19307 Foul Hunting
19308 Timber
19309 Truant Officer Donald
19310 Golden Eggs
19311 Test Pilot Donald
19312 Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

101 How To Have An Accident At Work
123 The Litterbug
125 Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097 Goliath II
102 Noah's Ark
119 Saga Of Windwagon Smith
112 Donald and The Wheel
139 A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079 Japan
086 The Danube
099 Eyes In Outer Space
105 Islands Of The Sea
106 Mysteries Of The Deep
127 Bear Country (Re-issue)
131 Water Birds (Re-issue)

FEATURETTES (TECHNICOLOR)

094 Legend Of Sleepy Hollow (Re-issue)
114 Hound That Thought He Was A Raccoon
118 Horse With The Flying Tail

Columbia

COLOR FEATURETTES

7441 (Sept.) Wonderful Switzerland
7442 (Nov.) Travel Along With The Arkansas Traveler
7443 (Jan.) Eventful Britain
7444 (Mar.) Wonderful Africa
7445 (May) Wonderful New York
7446 (July) Wonderful Beaulieu

LOOPY DE LOOP COLOR CARTOONS

7701 (Sept.) Slippery Slippers
7702 (Oct.) Chicken Fracas-See
7703 (Nov.) Rancid Ranson
7704 (Dec.) Bunnies Abundant
7705 (Feb.) Just A Wolfe At Heart
7706 (Mar.) Chicken-Hearted Wolf
7707 (Apr.) Watcha Watchin'
7708 (May) A Fallible Fable
7709 (June) Sheep Steelers Anonymous
7710 (July) Wolf In Sheep Dog's Clothing

MR. MAGOO CARTOONS (REISSUES)

7751 (Sept.) Magoo's Cruise
7752 (Oct.) Magoo's Problem Child
7753 (Nov.) Love Comes To Magoo
7754 (Dec.) Meet Mother Magoo
7755 (Feb.) Gumshoe Magoo
7756 (Mar.) Magoo Goes Overboard
7757 (May) Bwana Magoo
7758 (July) Matador Magoo

COLOR FAVORITE CARTOONS (REISSUES)

7601 (Sept.) Gerald McBoing Boing On Planet Moo
7602 (Sept.) Happy Tots
7603 (Oct.) Willie The Kid
7604 (Nov.) Little Rover
7605 (Nov.) Christopher Crumpet
7606 (Dec.) A Boy and His Dog
7607 (Jan.) Rooty Toot, Toot
7608 (Jan.) Snow Time
7609 (Feb.) Emperor's New Clothes
7610 (Mar.) Little Boy With A Big Horn
7611 (Mar.) The Foxy Pup
7612 (Apr.) Let's Go
7613 (May) Gerald McBoing Boing
7614 (June) Bon Bon Parade
7615 (July) Madeline

CANDID MICROPHONE

7551 (Sept.) No. 1 Series 4
7552 (Nov.) No. 2 Series 4
7553 (Jan.) No. 3 Series 4
7554 (Mar.) No. 4 Series 4

WORLD OF SPORTS

7801 (June) Hunting Unlimited (Color)
7802 (Aug.) Rasslin Rampage

TWO REELERS THE THREE STOOGES (REISSUES)

7401 (Sept.) Husbands Beware
7402 (Oct.) Creeps
7403 (Nov.) Flagpole Jitters
7404 (Jan.) For Crimin Out Loud
7405 (Feb.) Rumpus In The Harem
7406 (Apr.) Hot Stuff
7407 (May) Scheming Schemers
7408 (July) Commotion In The Ocean

COMEDY FAVORITES (REISSUES)

7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
7433 (Dec.) Training For Trouble (Schilling & Lane)
7434 (Jan.) He Popped His Pistol
7435 (Mar.) Wife Decoy
7436 (June) Pardon My Terror

ASSORTED FAVORITES (REISSUES)

7421 (Sept.) Spies and Guys (Joe Besser)
7422 (Nov.) General Nuisance (Buster Keaton)
7423 (Dec.) Hook A Crook (Joe Besser)
7424 (Feb.) So's Your Antenna (Harry VonZell)
7425 (Apr.) She's Oil Mine (Buster Keaton)
7426 (May) Meet Mr. Mischief

SERIALS (REISSUES)

7120 (Oct.) The Batman
7140 (Mar.) Roar Of The Iron Horse
7160 (July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS (METROCOLOR)

W-361 (Sept.) Switchin' Kitten
W-362 (Oct.) Down and Outing
W-363 (Dec.) Greek To Me-ow
W-364 (Jan.) High Steaks
W-365 (Mar.) Mouse Into Space
W-366 (Apr.) Landing Stripling
W-367 (June) Calypso Cat

NEW TOM AND JERRY CARTOONS (METROCOLOR)

C-6431 Dickie Moe
C-6432 Cartoon Kit
C-6433 Tall In The Trap
C-6434 Sorry Safari
C-6435 Buddies Thicker Than Water
C-6436 Carmen Get It

GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

W-6461 Puss Gets The Boot
W-6462 Fraidy Cat
W-6463 Dog Trouble
W-6464 Bowling Alley Cat
W-6465 Fine Feathered Friend
W-6466 Sufferin' Cat
W-6467 Lonesome Mouse
W-6468 Mouse Comes To Dinner
W-6469 Baby Puss
W-6470 Zoot Cat
W-6471 Million Dollar Cat
W-6472 Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia
T23-1 Fascinating Finland
T23-2 Mayflower, U.S.A.
T23-3 Commuting For Adventure

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche
C23-1 Panhandling On Madison Avenue
C-23-2 Fizzicle Fizzle

SPECIAL

B23-1 Jamboree At Marathon
B23-2 Wyoming Snapshot

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers
D23-3 Speed On Ice
D23-4 Best In Show
D23-5 On The Bounce

20th Century-Fox

MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

7313 (June) Pope John XXIII

MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

7301 (Jan.) Two On A Pass
7302 (Feb.) Maine, U.S.A.
7303 (March) Sports, Wacky and Wet
7304 (April) Fairytale Land—Denmark
7305 (May) San Fan See
7306 (June) Rangers of Yellowstone
7307 (May) Bermuda Moods
7308 (July) Green Gold
7309 (Nov.) Atomic Lady
7310 (Dec.) Tasmania
7311 (Dec.) The Swedish Look
7312 ( ) Portugal

TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

5301 (Jan.) Fight to the Finish
5302 (March) Astronaut
5303 (April) Missing Genie
5304 (April) Tea Party
5305 (June) Sidney's White Elephant
5306 (June) Trouble In Baghdad
5307 (July) A Bell For Philadelphia
5308 (Aug.) Driven To Extraction
5309 (Sept.) The Big Clean-Up
5310 (Nov.) Split-Level Treehouse

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5321 (Jan.) Tea House Mouse
5322 (Feb.) To Be Or Not To Be
5323 (March) The Juggler of Our Lady
5324 (May) Pearl Crazy
5325 (July) Cherry Blossom Festival
5326 (Oct.) Spooky-Yaki

Universal-International

TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

4301 (Jan.) Land Of The Long White Cloud
4306 (Apr.) Four Hits And A Mister

SPECIAL

4304 (Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371 (Jan.) Steel Bands—Tropical Music (CS)
4372 (Feb.) A Picture For Jean
4373 (Mar.) A Bridge Named Emma (CS)
4374 (Apr.) End Of The Plains
4375 (May) Island Spectacular
4376 (June) The Unknown Giant
4377 (July) This Is The Place
4378 (Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331 (Jan.) Woody Meets Davy Crewcut
4332 (Feb.) Box Car Bandit
4333 (Mar.) Unvearable Salesman
4334 (Apr.) International Woodpecker
4335 (May) To Catch A Woodpecker
4336 (June) Round Trip To Mars
4337 (July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311 (Jan.) Fish and Chips
4312 (Jan.) Greedy Gabby Gator (WW)
4313 (Feb.) Coming Out Party
4314 (Mar.) Case Of The Cold Storage Yegg
4315 (Mar.) Robin Hoody Woody, (WW)
4316 (Apr.) Charlie's Mother-In-Law
4317 (May) Stowaway Woody (WW)
4318 (May) Hi-Seas Hi-Jacker
4319 (June) Shutter Bug (WW)
4320 (July) Salmon Loafer
4321 (July) Coy Decoy (WW)
4322 (Aug.) Goose In The Rough
4323 (Sept.) Tenant's Racket (WW)
4324 (Oct.) Pesky Pelican
4325 (Oct.) Short In The Saddle (WW)
4326 (Nov.) Goose Is Wild
4327 (Nov.) Tepee For Two (WW)
4328 (Dec.) Science Friction (WW)
4329 (Dec.) Calling Dr. Woodpecker (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

2701 (9-7-63) The Unmentionables
2702 (9-28-63) Aqua Duck
2703 (11-9-63) Claws Of The Lease
2704 (11-30-63) Transylvania 6-5000
2705 (12-28-63) To Beep Or Not To Beep
2706 (2-8-64) A Message To Gracias
2707 (2-29-64) Bartholomew Vs The Wheel
2708 (Mar.) Froudy Cat
2709 (Apr.) Nuts And Volts
2710 (May) The Iceman Ducketh
2711 (June) War and Pieces
2712 (June) Hawaiian Aye Aye
2713 (Aug.) Senorella and Glass Huarache

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare
2724 (July) False Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

2301 (9-14-63) Yankee Dood It
2302 (10-12-63) Gone Batty
2303 (11-16-63) From A To Z-Z-Z
2304 (12-21-63) Tweet Zoo
2305 (1-25-64) Weasel Stop
2306 (2-15-64) Tobasco Road
2307 (Mar.) Greedy For Tweety
2308 (Apr.) The High And The Flighty
2309 (May) Pests For Guests
2310 (June) Birds Anonymous
2311 (July) Raw Raw Rooster
2312 (Aug.) Kiddie's Kitty
2313 (Aug.) Fox Terror

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

2001 (1-11-64) With Their Eyes On The Stars
2002 (5-23-64) Report From San Juan
2003 (5-30-64) Silver Lightning

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

2501 (9-21-63) A Wish And Ticino
2502 (10-26-63) Unfamiliar Sports
2503 (12-14-63) Cheyenne Days
2504 (2-1-64) Kingdom Of The Saguenay
2505 (Apr.) A Look At Log Island
2506 (Aug.) They Fly Thru The Air

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Alone Against Rome—100m.—For. 5135
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And Suddenly It's Murder—90m.—For. 5135
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Aatom Age Vampire—87m.—For. 5123
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MOTION PICTURE

EXHIBITOR

AUGUST 26, 1964

Volume 72 Number 7

IN TWO SECTIONS • THIS IS SECTION ONE

Para. Half-Year Net Income Up

(See Page 5)

Latest Chapter In Venice Fracas

(See Page 6)

Russell Downing, extraordinary showman who heads the fabulous Radio City Music Hall, gives visitors to New York a lot of show for a modest enough boxoffice price. The wisdom of his policies are discussed in detail on our editorial page.

JUST HOW MUCH IS ENOUGH? . . . *see editorial—page 3*

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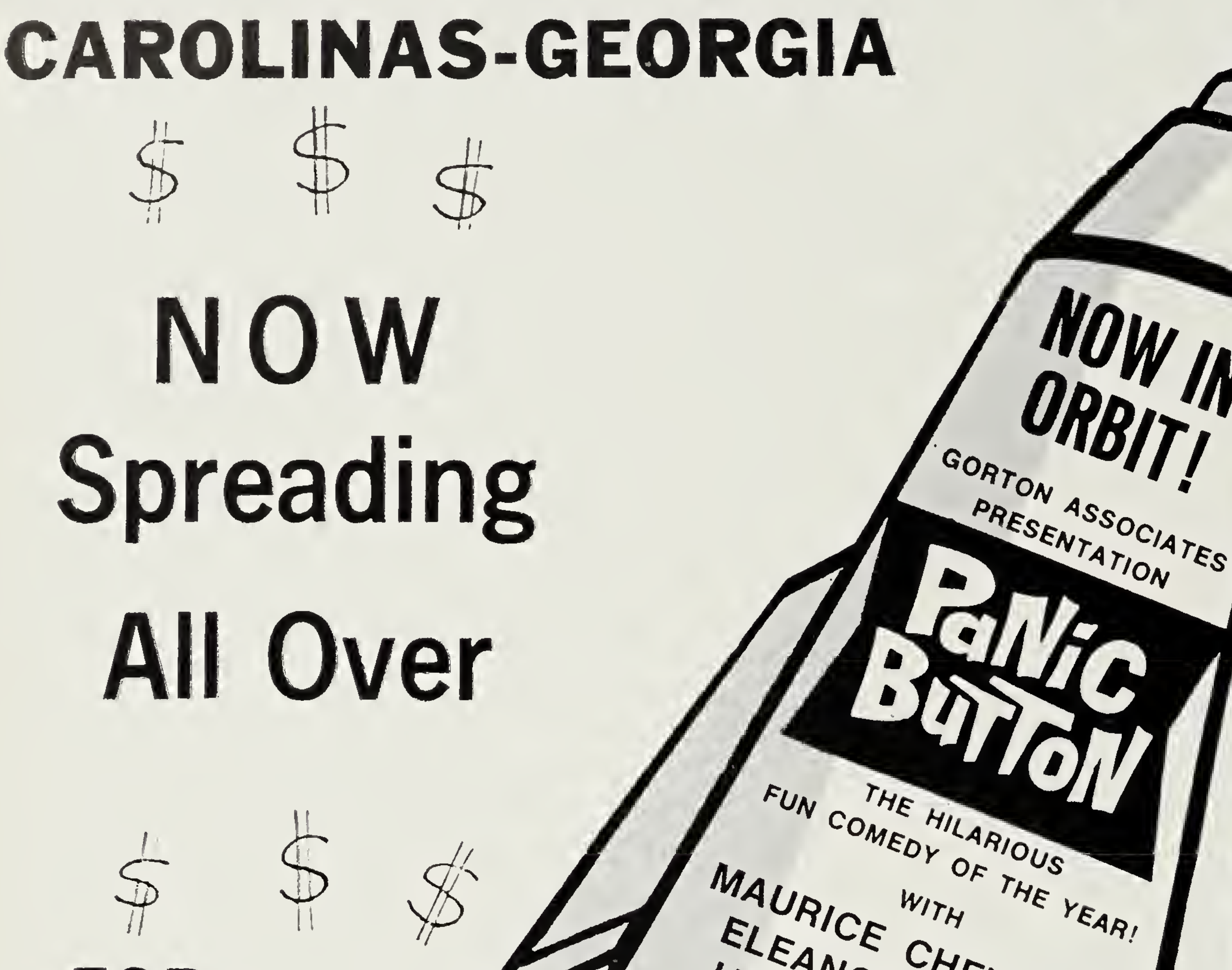
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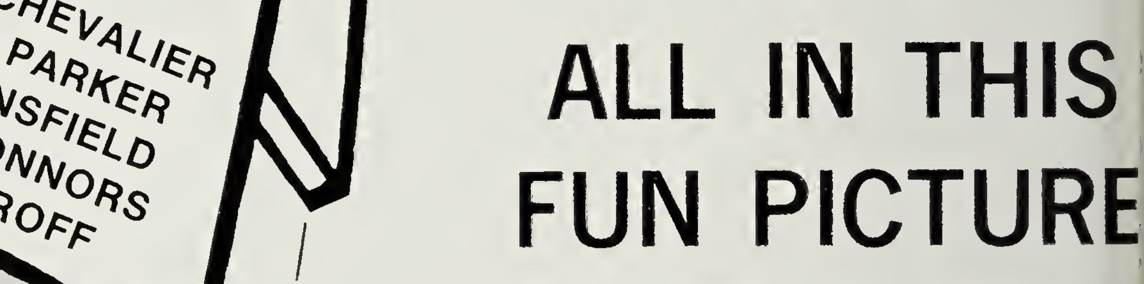
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SHOWMEN'S TRADE REVIEW

Volume 72 • No. 7 AUGUST 26, 1964 OUR 46th YEAR

JUST HOW MUCH IS ENOUGH

A subject that is a continuous source of industry discussion, pro and con, is the matter of just how admission prices should be regulated at motion picture theatres. An observer can find opinions covering every possibility. There are those who say, "Get whatever the traffic will bear." Others are convinced that constantly rising prices have been a decisive factor in discouraging would-be moviegoers.

We are constantly hearing from visitors to New York, who are shocked at the prices being asked by first-run Broadway theatres. Most have a $2.50-$3.00 top for evening performances, and some go even higher.

On the other hand, Radio City Music Hall, the largest and finest New York showcase, offers a top first-run film, a large orchestra, a first class stage show, and other attractions at prices that make the entertainment package extremely attractive to average theatregoers.

The price differential is as follows: Music Hall, 99 cents to noon, compared to $1.25-$1.50 in other Broadway houses; $1.35 to six p.m., compared to $1.50-$2.00; and $1.85 in the evening, compared to $2.50-$3.00. Weekend and holiday price differential is similarly impressive.

The fame of the Music Hall extends throughout the country, and there is no doubt that it is a must on the list of every visitor to Manhattan. However, general admission is always under $2.00, with reserved seats going for a weekend and holiday top of $2.85.

Russell Downing, top executive of the Music Hall, is not about to raise his prices for any attraction. He sticks to a proven policy, and the constant crowds prove his policy is sensible. People are convinced that they must see the Music Hall and its fabulous show while in New York, and one of the reasons is because they know that they will get their money's worth.

What point is there in announcing a $2.00 admission price for matinee performances and playing most of the time to a third of a house?

We have chosen New York as an example. Naturally, its admission prices are higher than most other cities. The same problem exists in many cities, however. Only the numbers are different. The question that must be answered is this: At what point do admission prices reach the area of diminishing returns?

To complicate the discussion still further, many theatres that have been considered "joints" by distribution and the public are now raising admission prices almost double in order to participate in the questionable advantage of bidding for first-run features. Distribution may be unable by law to dictate admission prices to theaters, but there is little doubt that a theatre's admission policy is a prime factor in deciding whether or not to award it a picture in a bidding situation. Distributor "suggestions" as to ticket prices pack plenty of muscle.

We don't profess to have the answers. The problem does require the fullest possible discussion and deliberation on the part of both exhibition and distribution. While the public may well be willing to "pay through the nose" for a particular picture, it is also important to keep them coming back to theatres. Every film is not a blockbuster, and the year has 52 weeks to be filled. Better 52 satisfactory weeks than eight great ones and 44 miserable ones.

The right admission price is the one that results in filled theatre seats. No one can make that decision but the exhibitor himself.

This is a subject that needs to be clarified and one that could benefit from intensive discussion at forthcoming Allied and TOA exhibitor conventions.

NO BONES FOR BARKING DOGS

An exhibitor friend recently dropped in to say hello. He was reeling from attempts to buy pictures for his theatre, which just happens to be in a murderous bidding situation. The experience, he remarked, reminded him of the following story:

A sportsman went to a hunting lodge and bagged a record number of birds, aided by a dog named "Salesman." Next year he returned and asked for "Salesman" again. "Hound ain't no durn good now," the handler said. "What happened?" cried the sportsman. "Was he injured?" "No," answered the handler. "Some fool came down here and called him 'Sales Manager' all week. Now all he does is sit on his tail and bark."

The motion picture industry, our friend suggested, also has its share of barking dogs.

WHAT'S IN A NAME? PLENTY!

Gone are the days of the Louis B. Mayers, Harry Cohns, Frank Freemans, and studio heads of that type. While the current importance of independent producers and the free-lance status of most stars, directors, etc., has certain advantages, there is another side to the story.

Yesterday's leaders knew the importance of attractive, easy to remember names for film stars. Today, that lesson has been forgotten, and the screen is filled with unpronounceable names that mean nothing at the boxoffice. Moviegoers still ask theatremen, "Who's in the picture?" Too often, when the answer is given, the caller says, "Who? I never heard of him." The result is an unsold ticket and an empty seat.

Come on fellows, give the marquee and the moviegoer something to create want-to-see.

NEWS CAPSULES

FILM FAMILY ALBUM

Diamond Rings

Mr. and Mrs. Samuel Seidens, Brooklyn, N.Y., announce the engagement of their daughter, **Hanna Francesca**, to **Jerome Cutler**, son of **Rabbi and Mrs. Abraham I. Cutler**, also of Brooklyn. Young Cutler is currently a member of the advertising and publicity department at American International Pictures.

Obituaries

Robert J. O'Hare, father of **William O'Hare**, MGM advertising manager, died in Lake Placid, N. Y.

Rudolph H. Purger, 75, conductor of pit orchestras in vaudeville days at the old B. F. Keith house and RKO Palace, Columbus, Ohio, died in Grant Hospital, Columbus. He is survived by a son and a daughter.

John W. "Buck" Riddell, 80, stagehand and maintenance employee until his retirement about seven years ago, died at Delaware State Hospital, where he had been a patient for less than a year. He was a member of Local 284, IATSE. Survivors include a son, a daughter, a brother, several grandchildren, and great-grandchildren.

Frank Winckles, 74, formerly chief accountant of Gaumont British and father of **Kenneth Winckles**, MBE, managing director, Rank Theatres Division, Ltd., died after a lengthy illness at Hastings, England. In addition to his son, he leaves a daughter.

Newspaper Strike Goes On

DETROIT—At the behest of Mayor Jerome P. Cavanagh, who felt he had made progress by talking to both striking unions and newspaper publishers, federal and state mediators called the first bargaining session since Aug. 8.

They met Friday from 2:00 to 5:30 p.m., adjourned until 8:15, and angrily broke up at 9:00. If anything, the antagonists are further apart than before.

The strike is now in its 44th day.

Exhibition continues to distribute over four million movie guides weekly.

Berkowitz To Join Embassy

NEW YORK — Harold Berkowitz of the Beverly Hills law firm of Swerdlow, Glickbarg, and Berkowitz, will join Embassy Pictures in September as vice-president and general counsel, it was announced by Joseph E. Levine, president of the film company.

Berkowitz has been handling Embassy's legal affairs in California. In September, he will move to New York, where he will have offices in Embassy's headquarters.

The signing of Berkowitz was occasioned by the greatly expanded production and distribution activities of Embassy Pictures.

Levine and Berkowitz first met in 1959 when Warner Brothers distributed the Italian made "Hercules" for Levine in the United States and Berkowitz handled the legal details.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., AUGUST 24

SW Seeks D of J Okay For New S. Phila. House

PHILADELPHIA—The U.S. Department of Justice is being asked by the Stanley Warner Corporation for authorization under the U.S. vs Paramount Pictures decree to acquire a theatre with a capacity of 1400 seats, to be constructed on the Aquarama property at 3300 S. Broad street for a first neighborhood run. The request was announced by Maurice Silverman, Department of Justice attorney.

If Stanley Warner is successful in securing Court authorization to acquire the proposed new theatre, it will cease to operate the Broadway, 1826-seat first-run neighborhood house at Broad and Snyder avenue.

A date for a hearing on this matter will be designated by the court in New York City.

MGM Maps Two More

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, who returned from a tour of the company's European operations, announced that MGM will bring two new properties to the screen, "The Most Dangerous Game" and "The Burning Secret."

"The Most Dangerous Game," which will begin production at MGM's British studio in 1965, will be produced by Adrian Scott with a screen play by John Paxton.

"The Burning Secret," a dramatic love story based on Stephan Zweig's famous novel, will be brought to the screen by producer Ben Arbeid. Shooting will begin next spring at the MGM British studios.

Carroll Named Jalem V-P

LOS ANGELES—Gordon Carroll has been named a vice-president of Jalem Productions, it was announced by Jack Lemmon, president.

BROADWAY GROSSES

"Molly" Still Unsinkable

NEW YORK—"The Unsinkable Molly Brown" at Radio City Music Hall continued to lead Broadway attractions in another good week.

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with stage show, reported $128,155 Thursday to Sunday, with the sixth week registering a sensational $218.000.

"NIGHT OF THE IGUANA" (MGM). DeMille garnered a strong $30,000 for the third week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 40th week would hit $22,000.

"BECKET" (Paramount). Loew's State registered $15,500 for the 24th week.

"CIRCUS WORLD" (Paramount-Cinerama). Loew's Cinerama reached $17,000 in the ninth week.

"A HARD DAY'S NIGHT" (UA). Astor entertained Beatlemaniacs to the tune of $19,500 for the second week.

"BEHOLD A PALE HORSE" (Columbia). Victoria continued strong with $35,000 for the second session.

"KISSES FOR MY PRESIDENT" (WB). Criterion reported $23,500 for the opening stanza.

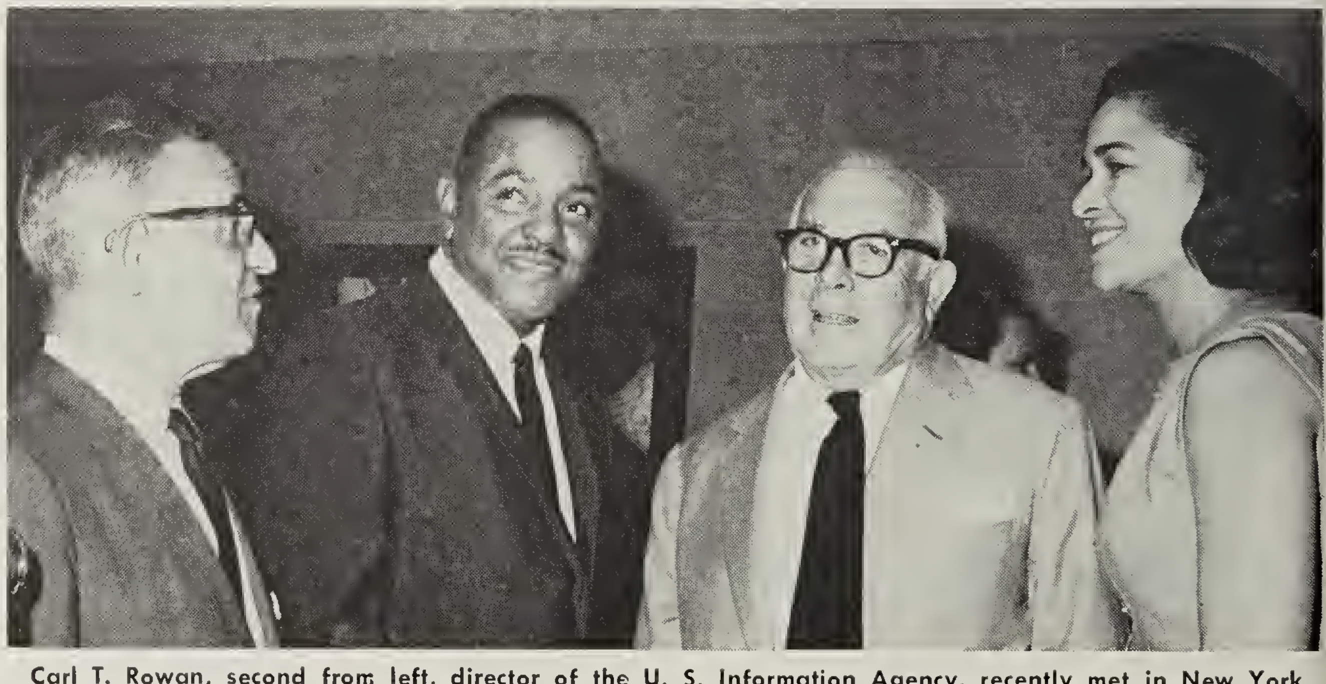
"CLEOPATRA" (20th-Fox). Rivoli took in $7,000 for the 63rd week.

"YESTERDAY, TODAY AND TOMORROW" (Embassy). RKO Palace attracted $19,000 for the first week.

UA, Fanfare Pact Set

LONDON—"The Drums of Kumasi," Alan Lloyd's novel about the 1874 British-Ashanti War in Africa, will be brought to the screen as a large-scale color production by Fanfare Films for United Artists release.

The project is the first of a two-picture deal between Fanfare and UA, it was announced by George Ornstein, head of United Artists production in the United Kingdom.



Carl T. Rowan, second from left, director of the U. S. Information Agency, recently met in New York with key representatives of the eight major motion picture producing companies and executives of the Motion Picture Association of America. Shown with Rowan are, left to right, Irving Mass, vice-president of MPAA for Asia; Spyros Skouras, chairman of the board of 20th-Fox; and Barbara Scott, MPAA attorney.

Para. Half-Year Net Soars

Forecast For 2nd Half Brightened By Strong Returns From "Becket," Levine's "Carpetbaggers"

NEW YORK—Paramount Pictures Corporation reports estimated consolidated net income for the second quarter ended June 28 at $1,478,000 or 92 cents per share, plus profit on the sale of television station KTLA in Los Angeles of $7,527,000 or $4.68 per share, a total of $9,005,000 or $5.60 per share, based upon 1,607,506 shares outtsanding.

In the same period of 1963, net income was estimated at $662,000 or 40 cents per share plus profit on the sale of investments of $1,340,000 or 80 cents per share, a total of $2,002,000 or $1.20 per share based upon 1,607,506 shares outstanding.

For the first six months of 1964, consolidated net income is estimated at $2,519,000 or $1.57 per share, plus profit on sale of an investment and the television station of $8,250,000, amounting to $5.13 per share, a total of $10,769,000 or $6.70 per share. Comparative net income for 1963 amounted to $1,264,000 or 75 cents per share, plus profit on sale of investments of $1,785,000 or $1.07 per share, a total of $3,049,000 or $1.82 per share.

The consolidated net income for both years includes the results of operations of Plautus Productions, Inc., Paramount's television production subsidiary.

The company stated that it expects the third quarter and fourth quarter will be favorable. This anticipated business will be affected primarily by the showings of Joseph E. Levine's production of "The Carpetbaggers" and from the general release of Hal Wallis' "Becket," as well as the forthcoming Levine production of "Where Love Has Gone," the company said.

The board of directors also voted a quarterly dividend of 50 cents per share on common stock, payable Sept. 21 to holders of record Sept. 4.

Morrison 7-Arts Ad-Pub. Dir.

NEW YORK—Greg Morrison, who has been headquartering in the New York office of Seven Arts Productions, moved to Los Angeles to become the West Coast advertising and publicity director for the company, it was announced by Edward S. Feldman, Seven Arts ad-pub vice-president.

Morrison recently completd an assignment as the publicity coordinator for the Metro-Goldwyn-Mayer—Seven Arts production "The Night of the Iguana." In his new capacity he will work closely with Paramount, MGM and Columbia in the ad-pub field on the many properties that Seven Arts is preparing for production with these companies.

MMPTA Says Goodbye To Coast-Bound Shapiro

NEW YORK—At a special luncheon meeting of the board of directors of Metropolitan Motion Picture Theatres Association, directors of MMPTA bade a fond "farewell" to their president for the past two years, Robert K. Shapiro.

Shapiro, who was managing director of the Paramount Theatre in New York, has switched affiliation to ABC Television in Hollywood.

Leslie R. Schwartz, president of Century Theatres and MMPTA chairman of the board, in behalf of the members, presented Shapiro with an embossed copy of a resolution, which stated that through the years of the Association's growth, Shapiro gave to it generously of his wisdom, guidance and experience.

Samuel Rosen, executive vice-president of Stanley Warner, and one of the founders of MMPTA, together with Russell V. Downing, president of Radio City Music Hall, and Harry Mandel, president of RKO Theatres, also addressed the meeting.

Carrera Buys Fla. Theatre

CORAL GABLES, FLA.—The Trail, Coral Gables, has been sold by Mrs. Lillian C. Claughton to a group headed by Edelberto Carrera, Jr., formerly owner-operator of the Carrera chain of theatres, Havana, Cuba. Before Castro's takeover, this was the most important circuit in Cuba, worth some 20 million dollars.

Carrera is executive vice-president of Windsor Enterprises, Inc., and has begun immediate operation of the Trail, continuing the policy of first run films. "We don't intend to change any of the Trail policies," started Carrera. "We plan to give our personal attention to the operation and exploitation."

Mrs. Claughton announces that her company will continue to operate its other three first run theatres in the area. "In addiion, we are presently negotiating for three new heatres in other parts of the state," Mrs. Claughton stated.

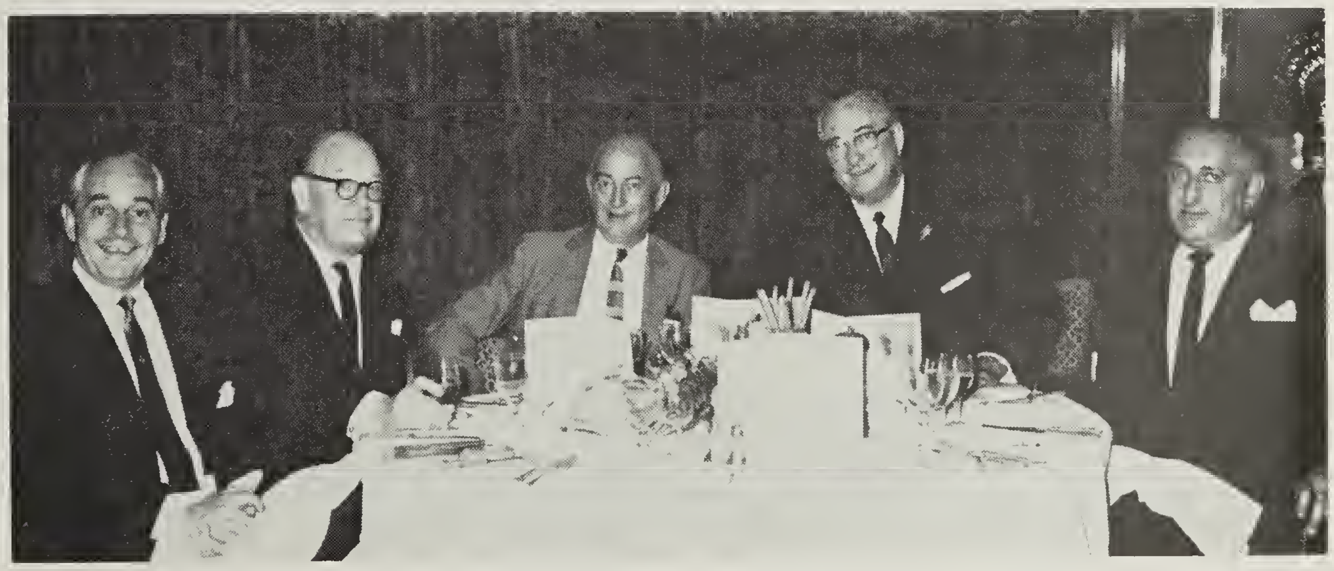
150 Hollywood Celebs In Fair Housing Fight

HOLLYWOOD—More than 150 Hollywood personalities, headed by Burt Lancaster and Gordon Stulberg, vice-president of Columbia Pictures, have joined forces in a bi-partisan drive to defeat Proposition 14 in the November elections. Proposition 14 is the initiative sponsored by the California real estate lobby which would have the effect of repealing the state's fair housing legislation.

Lancaster and Stulberg are co-chairmen of the "Performing Arts Division Against Proposition 14," a newly-formed branch of "Californians Against Proposition 14." The executive committee includes M. J. Frankovich, administrative; Gregory Peck, actors; Polly Bergen, actresses; Carl Reiner, writers; Robert Wise, directors; Nat King Cole, music; Bud Yorkin, producers; M. C. Levee, Jr., agencies; and Maurice Segal, public relations. Heading subcommittees are Howard Duff, July Franciosa, and George Slaff. Other members include Frank Sinatra, Gene Kelly, Milton Berle, Sidney Poitier, James Garner, Charlton Heston, Art Linkletter, Harold Mirisch, Robert F. Blumofe, Lew Wasserman, Steve Broidy, Billy Wilder, William Wyler, George Stevens, and Fred Zinneman, to mention a few.

The primary function of the organization is to raise funds for the purchase of newspaper ads and radio and television spots urging a "no" vote on Proposition 14. Plans are already underway for two major functions involving arts division members. One will be a huge rally at the Hollywood Bowl. The second is a television spectacular. Carl Reiner, Bud Yorkin, and a team of writers are already working on this show which will be pure entertainment with no reference to Proposition 14. However, the money realized from the program's sale to either a sponsor or a network will go to defeat the Proposition.

The performing arts division also will provide the actors and actresses who will appear in the radio and television spots, as well as the production personnel necessary to get these made. Actor Howard Duff has been named to coordinate this aspect of the campaign.



Jim Carreras, newly elected Variety International Chief Barker, recently held business conferences in London with George Hoover, VCI administrative director, who flew from Miami, Fla., for the meeting. Pictrued with Carreras, extreme left, and Hoover, center, are international European representative Jack Goodlatte; C. J. Latta, member of the international executive board; and David Jones, international press guy and currently chief barker of Variety Club of Great Britain.

Venice Walkout Followed By Call For Resignation Of Fete Director

NEW YORK — Producer-director-writer Robert Rossen answered comments which appeared in the Italian press regarding the suitability of his film, "Lilith," for showing at the forthcoming International Film Festival at Venice, Italy.

Rossen concluded his remarks by calling for the immediate resignation of Luigi Chiarini, director of the film festival's organizing committee, who was quoted in the press as questioning "Lilith" as being appropriate as the official United States entry.

Rossen's basis for his demand for Chiarini's resignation is that the festival director assumed authority which was beyond his responsibility. "The film was entered because we sincerely wanted to cooperate with the United States Government agencies involved with the festival and also because we thought we had an excellent chance of winning," Rossen stated. "The remarks in the press attributed to Chiarini were, without doubt, detrimental to the film's success in the festival."

Rossen went on to say that Chiarini's comments also attacked the integrity and judgment of the group of noted American film people who selected "Lilith" as the U. S. entry. Among these people, Rossen named director Fred Zinnemann; distribution executive Arnold Picker; producer Walter Mirisch; writer Daniel Taradash; and many other distinguished film industry figures.

Rossen accused Chiarini of "setting himself up as the judge and jury of what is 'artistic' in films." "Chiarini," Rossen continued, "is typical of the new cult of snobs who feel that films should be made only for their tastes and to ignore the masses who in fact support the entire motion picture business on a worldwide basis."

Rossen pointed out that he considered it a tribute to the Italian press and members of the Italian film industry that they did not support Chiarini's action, and added that according to a press dispatch from Venice, American withdrawal of "Lilith" from the festival had created much consternation in Italian film circles and might spell finis to the "tyrannical" career of Chiarini.

The dispatch went on to observe that ANSA, Italian press service, expressed a favorable reaction to the action taken by the long-suffering Americans despite putting the Venice Festival into a minor key.

NGC Shifts Franke

LOS ANGELES—Emil Franke has been granted a three-month leave of absence from his duties as manager of the Fox, San Diego, to accept an assignment with Theatre Color-Vision Corporation, closed-circuit theatre television network subsidiary of National General Corporation, parent company of Fox West Coast Theatres.

He will be assigned to the Chicago offices of TC-V in connection with coordination and promotion for the 1964 home games of the world champion Chicago Bears in theatres in Chicago.

Franke's appointment was announced in Los Angeles by Richard B. Graff, vice-president of TC-V Corp., who said Franke will work with Carl J. Kozlik, director of special events in Chicago.

Sam Spiegel, co-producer of Columbia's "Lawrence Of Arabia," is pictured with Pope Paul IV, who recently granted the film figure a lengthy private audience at the Vatican summer residence, Castel Gandolfo.

MCA Net Income Soars To New Half-Year High

HOLLYWOOD—A record for MCA, Inc., was indicated in the unaudited consolidated net income of the company for the first six months ending June 30, which showed $7,863,000, and after preferred dividends, was equal to $1.60 per share on 4,566,120 outstanding shares of common stock, as announced by Jules C. Stein, chairman of the board.

For the corresponding first six month period of 1963, the consolidated net income was $7,189,000, and after preferred dividends, was equal to $1.45 per share on 4,538,770 outstanding shares of common stock.

The above figures include the company's interest in the reported consolidated net income of Decca Records, including Universal Pictures, for the respective six month periods.

Stein stated that the net income for the first six months of 1964 exceeded that for any six month period in the history of the company.

He also disclosed that the expansion program at the company's Universal City studios is progressing on schedule.

Levine, Ponti Extend Pact

NEW YORK—Extending their long-term association, under which four motion pictures were completed during the past year, Joseph E. Levine, president of Embassy Pictures, and Italian producer Carlo Ponti, have agreed on the production of four new, major films.

One of the attractions will star Sophia Loren, with Vittorio De Sica directing. Marcello Mastroianni will star in a second film.

Armstrong To PR Firm

NEW YORK—Gordon Armstrong has joined the New York office of Allen, Foster, Ingersoll, and Weber, publicity and public relations firm, in an executive capacity. Armstrong leaves MGM New York publicity offices to assume his new post.

Guess What Happened In Detroit Last Week

By ARTHUR HERZOG

MPE Detroit Bureau

DETROIT—A well-written news story tells you what it's all about in the headline and opening sentences.

But, even as the Barkers of Variety Club of Detroit Tent 5 (who mysteriously wore broad smiles of satisfaction to which they were entitled last week) have been in a state of suspense for weeks, so shall you be kept in a similar condition as the story unfolds.

It began at the Variety Clubs International convention at Buffalo last July.

Persuasive now-chief barker Jim Carreras of London set the stage. The attraction was Henry H. (Hi) Martin, who as general chairman for Will Rogers Hospital and O'Donnell Laboratories spoke effectively concerning the Tents drawing closer to and rendering effective support for the institutions of healing.

Convention over, a committee of two former chief barkers, Adolph Goldberg and Woodrow R. Praught, persuaded a certain gentleman to send a research team to discover what the Saranac-based projects were all about.

Their report was the same as would be that of anyone with two eyes and ears who visited there.

The gentlemen called in the two ex-CBs. He was Walter Laidlaw, executive director of the United Foundation, Detroit Torch Drive. What he said to them was "Request granted!"

That signified that Torch would hand over $25,000 between now and Jan. 1, 1965, and $30,000 during 1965 to the Will Rogers Hospital to be used by O'Donnell Memorial Laboratories!

This is three to four times more than the State of Michigan and the City of Detroit combined have ever raised, not because of lack of enthusiasm here, but because Detroit exhibition has been severely handicapped since Torch was born, by refraining at its request from public collections in theatres.

However, this is not the end. Variety will supervise an intensive drive in the movie, radio, and tv fields, both directly for the institutions and to develop an effective movie segment in Torch itself.

The two most important developments are: 1) The Detroit Torch is the first, and probably the best such organization in the country. What is done here is usually followed by other community chests. This means nearly 40 other clubs have had a door of precedent opened to them in their communities. 2) It is believed here that if this works out well—with no reason to doubt it will—the Foundation will increase annual allotments very substantially in years to come.

Carreras Sets VC Vist

LONDON — International Chief Barker James Carreras is planning a 18 day trip to the United States in the interest of the Variety Clubs.

He arrives in New York Sept. 21, going to Pittsburgh Sept. 24 for a luncheon to honor former International Chief Barker George Eby.

In Chicago he will be meeting with Variety officers Sept. 26-7, and on the 29th will address the TOA annual convention where a Sunshine Coach will be on display.

He plans to return to New York Sept. 30, where he will remain until departure for London, Oct. 9.

Kids Take Over At Bow Of New Reade Theatre

EATONTOWN, N. J.—Premieres, usually a function reserved for adults, will become juvenile property today (Aug. 26) when Walter Reade-Sterling, Inc., opens its new Community Theatre in the Eatontown Cinema Centre here.

The new theatre, adjacent to the Eatontown Drive-In, will have a special invitational premiere in the afternoon for children of this township. Municipal recreational and playground groups, and those organizations working with handicapped children, have been invited to bring all their wards to the theatre.

The youngsters will see the feature-length cartoon film "Hey There, It's Yogi Bear," plus a Disney cartoon. Refreshments will be "on the house."

Then at 7 p.m., the theatre will open for the first time to the public with a different film show.

The Community is a 900-seat theatre of early American design, with a shingled roof, red sidings, and white colonnade front. With the adjacent Eatontown Drive-In, it will form the new "Eatontown Cinema Centre" motion picture complex.

The preceding evening (Aug. 25), local officials and movie industry dignitaries were guests of the Walter Reade-Sterling organization for a reception and preview screening.

IFIDA Awards Gala Set

NEW YORK — The annual International Film Awards dinner-dance of the Independent Film Importers and Distributors of America will be held on Tuesday evening, Jan. 19, 1965, in the Imperial Ballroom of New York's Americana Hotel, it was announced by IFIDA's governing committee of Dan Frankel, Jean Goldwurm, and Irving Wormser.

Selections For N. Y. Fete Near Halfway Mark

NEW YORK—Selections for the Second New York Film Festival approach the halfway mark with the acquisition of the latest films of four directors of international renown. Richard Roud, program director of the non-competitive festival in which 25 films will be exhibited at Lincoln Center's Philharmonic Hall Sept. 14-26, listed the films and their directors: "Diary of a Chambermaid" ("Le Journal d'une Femme du Chambre" Luis Bunuel, "The Great City" ("Mahanagar") by Satyajit Ray, "Passenger" ("Pasazerka") by Andrzej Munk, and "Cyrano and D'Artagnan" ("Cyrano et D'Artagnan") by Abel Gance.

Films previously announced by festical director Amos Vogel are the Russian "Hamlet," British "King and Country," Italian "Hands Over the City," Swedish "To Love," French "Band of Outsiders," Japanese "The Taira Clan" and American "Fail Safe."

Klein Assists VCI Meet

LONDON—Jack Klein, first assistant chief barker of the Variety Club of Great Britain and managing director of Max Factor, Ltd., has donated $1400 to sponsor a ladies' luncheon at next year's VCI convention in San Francisco. Additionally, he will give each lady guest a Max Factor gift.

Maryland's Governor J. Millard Tawes recently shoveled the first spade of earth for construction of Westview Playhouse at 6000 Baltimore National Pike, Baltimore, Md. Seen, left to right, are Gene Raphael, civil engineer; J. O. Bishop, contractor; Governor Tawes; Norman Clark, motion picture critic, Baltimore News-Post; George A. Brehm and Joe Einbinder, heads, Edmondson Drive-In Theatre Corporation, builders of the theatre; and Bert Lichtig, architect.

AB-PT Southern Affiliates Plan Campaigns For WB, Col. Features

ATLANTA—Merchandising motion pictures requires "the right idea in the right place at the right time, plus plenty of hard work—not blue-sky, eyewash, razzle-dazzle—in order to turn stay-at-homes into movie-goers," Ernie Grossman, Warner Bros. national director of promotion and exploitation, said here in an address to leaders of the southern affiliates of American Broadcasting-Paramount Theatres.

The AB-PT meeting devoted its session to discussion of promotional plans for "Kisses for My President" and "Youngblood Hawke," the two Warner Bros. releases selected to be AB-PT Project Plan Pictures.

Grossman lauded what he described as the "grassroots approach" of the AB-PT exploitation teams, which presented promotional campaigns for the two Project Plan Pictures specially tailored to each geographic area.

"This is the kind of down-to-earth sell that must be encouraged," Grossman said, "and we will do everything in our power to help."

AB-PT affiliates participating in the Project Plan are Wilby-Kincey Theatres, the Interstate circuit, Texas Consolidated Theatres, and Paramount Gulf Theatres. "Kisses for My President," starring Fred MacMurray and Polly Bergen, will begin its southern premiere engagement on Sept. 25. "Youngblood Hawke," the film version of Herman Wouk's best-selling novel, will launch its southern premiere engagements on Nov. 6.

Included in the Warner Bros. delegation at the Atlanta meeting were southern division sales manager W. O. (Ollie) Williamson, home-office publicists Paul Ross and Mark Saegers, and field representatives J. D. Woodward and Kevin Genther.

"Fail Safe," Max E. Youngstein's production for Columbia Pictures release based on the widely-read best-seller, also has been selected by the southern affiliates of American Broadcasting-Paramount Theatres as one of their Project Plan Pictures, it has been announced by Rube Jackter, Columbia vice-president and general sales manager, and AB--PT executive Bernard Levy.

Under a comprehensive and specially designed promotional and merchandising program that is reserved for a limited number of top attractions annually, "Fail Safe" will have its world premiere early in October in the southern area of the country prior to its national release later in the month.

Max E. Youngstein and Columbia executives Robert S. Ferguson, vice-president in charge of advertising and publicity; sales executive Jerry Pickman; exploitation manager Roger Caras; and special projects director on "Fail Safe" Nick John Matsoukas were in Atlanta for the discussions.

Columbia has already serviced each participating circuit with complete campaign materials on "Fail Safe." Important elements of the campaigns presented at the meeting will now be tailored to meet the specialized needs of each particular region.

Drumm Joins Sigma III

NEW YORK—Frank L. Drumm has joined the executive staff of Leonard Gruenberg's Sigma III Corporation, which is releasing the Spanish film, "Los Tarantos."

Catholic Move Bolsters Plans For Encouraging Quality Films

PHILADELPHIA—His Excellency, the Most Rev. John J. Krol, Archbishop of Philadelphia and chairman of the Episcopal Committee for Motion Pictures, Radio and Television, announced here that the film study division of the Catholic Adult Education Center of Chicago has been named the affiliate office for film education of the National Legion of Decency. This affiliation has the approval of His Eminence, Albert Cardinal Meyer, Archbishop of Chicago.

Msgr. Thomas F. Little, executive secretary of the National Legion of Decency with offices in New York, and Msgr. Daniel M. Cantwell, chaplain of the Catholic Adult Education Center, will coordinate the arrangements. The Chicago-based office will have two functions: expansion of the Legion's program of encourabing public support of artistically excellent films; assistance in the development and promotion of motion picture education programs throughout the country.

The formal establishment of this affiliate office for film education is seen not only as a significant development in the Legion's recent efforts at the promotion of film culture but also an immediate response by the American Church to the directives of the Vatican Council's Decree on the Media of Social Communication. The Decree urges that such education be realized "in Catholic Schools at every level, in seminaries and in lay apostolate groups."

The Center will prepare and publish educational materials on film appreciation; will offer study days, workshops, and lectures on films for general audiences; will establish training programs for teachers and other specialized groups; will conduct research projects on motion picture education; and will serve as a clearing house for information, ideas and literature in the field.

Motion picture education has been an important part of the work of the Chicago Catholic Adult Education Center since it was founded in 1955. In 1961 the film program was greatly expanded when the Rev. Ronald L. Holloway, a priest of the Chicago Archdiocese, was appointed assistant chaplain to Msgr. Cantwell. Vaile Scott, director of the Catholic Adult Education Center, has named Henry Herx, a high school teacher of the Chicago Board of Education and an authority on films, to assist in developing the new program.

Cortright To NGC

LOS ANGELES—Jackson W. Cortright, Jr., has joined the real estate department of National General Corporation, it is announced by Frank P. Stagen, director of real estate operations.

Cortright's responsibilities will relate to the company's northern California real estate holdings, with particular emphasis on NGC's new $20 million Fox Plaza project in San Francisco, Stagen said.

Score By Steiner

BURBANK, CALIF.—Max Steiner has been assigned by Warner Bros. to write and conduct the score for the recently completed "Two On a Guillotine," suspense-drama starring Connie Stevens, Dean Jones, and Cesar Romero.

Atlanta Exhibitor Seeks Review Of Court Rulings

ATLANTA—Major distributors and two first-run theatres in Atlanta are violating the Paramount consent decrees, according to a brief filed with the U. S. Supreme Court by owners of two suburban Atlanta theatres. John Carter and his wife, owners of the Buckhead Theatre Co. and Garden Hills Theatre Co., are asking for review of two lower court decisions.

Complaint of anti-trust violation in a private treble-damage suit covers the period from Jan. 5, 1952, through June 30, 1962. The Carters contend their local problem is part of a national "conspiracy" and feel the lower court erred in refusing to admit the Paramount consent decrees because alleged violations were later than 1945, when government litigation ceased.

"World Of Henry Orient" To Become B'way Musical

NEW YORK—Pan Arts' "The World of Henry Orient," film comedy that received critical raves and was the official United States entry this spring at the Cannes Film Festival —will be turned into a musical comedy for Broadway presentation during the winter of 1965.

A Pan Arts Company production, the musical will be produced by Jerome Hellman and directed by George Roy Hill—who fill be repeating their chores from the motion picture version. Bob Merrill has been set to do the music and lyrics and Nunnally Johnson, who wrote the screenplay in collaboration with his daughter, Nora, will write the book for the musical.

This marks the second theatrical venture for Pan Arts. Only recently, it was announced that Hellman will co-produce William Hanley's "Mrs. Dally Has A Lover" with Hume Cronyn.

Merrill and Johnson are starting work immediately on the script and score. Director Hill is currently working on the pre-production details for the $10,000,000 film version of James Michener's "Hawaii," which he will direct and co-produce with Walter Mirisch, for United Artists release. He will direct the musical "Orient" immediately upon completion of "Hawaii."

Hellman is now involved in pre-production details for two Pan Arts films—"Promises In The Dark," an original which he will co-produce with author Arnold Schulman for United Artists release, and "A Fine Madness," filmization of the Elliott Baker novel termed a "masterpiece" by the New York Times, which he will produce for MGM release and which will be directed by Oscar-winning director Delbert Mann.

Merrill's most recent chore was as lyricist for the current Broadway success "Funny Girl." Prior to that, he wrote both music and lyrics for the long-running hits "Carnival," "New Girl In Town" and "Take Me Along."

For Nunnally Johnson, this marks his first attempt at musical theatre.

Levine Signs O'Toole To Star As "Will Adams"

O'TOOLE

LONDON—Joseph E. Levine, president of Embassy Pictures, has signed Peter O'Toole for the title role in "Will Adams," one of the most important properties in Levine's 23-picture agreement with Paramount Pictures.

Plans for the multi-million dollar production were announced by Levine and Paramount president George Weltner at a press conference here. Also participating in the conference were O'Toole, screenwriter Dalton Trumbo, and producers Eugene Frenke and Jules Buck.

Levine and Weltner, commenting on the casting of O'Toole, jointly stated:

"Today is an auspicious day and most meaningful to Paramount Pictures and Embassy. This marks the birth of our newest co-production partnership. It demonstrates to the world the type of thinking and the type of greatness that will characterize the production of all of our motion pictures.

"The production values that go into 'Will Adams' from this day forward will be consistent with the quality that is represented in the engagement of Peter O'Toole."

Levine then said that "Will Adams" will be filmed in Japan in wide-screen and color, starting next year. Trumbo is writing the screenplay, based on the adventures of a shipwrecked sailor who rose to power in the Japanese court of the early 17th century as the first white Samurai.

Frenke and Buck will produce the Paramount release, with Levine serving as executive producer. A major director is to be signed shortly.

Self New Fox-TV Exec. VP

HOLLYWOOD — William Self has been signed to a firm five-year contract as executive vice-president of 20th Century-Fox Television, it was announced by Richard D. Zanuck, president of the company's television division.

Self, who has been vice-president in charge of TV production for the past three years, joined Fox TV in 1959 as an executive producer.

Under his aegis, Fox will have five network series on the air for the 1964-65 season, making it the second largest producer of prime time programs. While the company had no network programs last year, its shows for the coming season will include "Daniel Boone," over NBC-TV; "Peyton Place," "12 O'Clock High," "Voyage to the Bottom of the Sea" and "Valentine's Day," all for ABC-TV.

Prior to joining 20th Century-Fox, Self was Director of Programs, Administration, for the CBS Television Network, Hollywood.

Cinema V Joins IFIDA

NEW YORK—Michael F. Mayer, executive director of IFIDA, announced the acceptance of a merbership application from Cinema V Distributing, Inc., New York importers and distributors. Carl Peppercorn will represent the new member on the IFIDA board, with Richard Feinstein as alternate.

$85,000 Promotion Budget For "House Is Not Home"

NEW YORK—Embassy Pictures has set a promotional budget exceeding $85,000 to launch Joseph E. Levine's "A House Is Not a Home" in New York next month, it was disclosed by Leonard Lightstone, executive vice-president.

Details of the merchandising campaign were blueprinted by Embassy executives at a meeting with representatives from leading theatre circuits which will play the attraction. The drama opens Sept. 2, at the Rivoli, Broadway, and in 20 other theatres in the greater New York area .

Outlining Embassy's campaign plans were Lightstone; Robert Weston, vice-president; D. J. Edele, general sales manager; Sid Blumenstock, director of advertising; Harold Rand, director of world publicity; and Charles Cohen, director of exploitation.

Circuit executives attending included Fred Herkowitz, Blanche Livingston, and Pat Grosso, RKO Theatres; John Enders and Barry Yellin, Skouras; Irwin Gold, Randforce; Ed Goth, Stanley Warner; Bob Dietch and Bom Smerling, General Cinema; Tom Adams and Nick Patrick, Florin; Tom Pozin and Jerry Barr, Pozin and Lightstone; and Cy Frank and Ben Gladstone, Town and Country.

To be emphasized in the pre-opening and opening-week advertising, publicity, and exploitation will be radio, television, newspapers, and outdoor postings.

On radio, more than 150 spot commercials will be programmed to pre-sell the picture. On television, 45 spots will be telecast over WNBC-TV alone. Aimed at the disc-jockey and teen-shows on radio and tv will be Brook Benton's recording of the title song on Mercury Records. Special radio spots recorded by Dick Kolmar, Broadway producer and radio-tv personality, will also be utilized.

Newspaper advertisements will be launched with specially contrived "teaser" campaigns. Included will be a teaser series on "Polly's Girls," appearing in the film, with cross references to the large display ads on the entertainment pages.

Outdoor postings on billboards will blanket arterial highways entering and exiting the city, using Manhattan and Bronx as hubs.

Additionally, a touring mobile display will cover the greater New York area to spotlight engagements of the feature.

All theatres playing the attraction will be supplied with the regular Brook Benton recording as well as a special disc by him for lobby playing to attract passers-by. Embassy is also preparing a giant, seven-by-five foot animated display for theatre lobbies.

Pre-opening publicity emphasis is on the stars and personalities of "A House Is Not a Home." Already, Shelley Winters, Robert Taylor, Jesse White and Ralph Taeger have engaged in extensive radio, tv, magazine and newspaper activities here. Taeger is also on an national tour with Polly's Girls, which culminates in New York for the opening.

Tie-in promotion centers on the music from the film, as well as the movie edition of the paperback by Popular Library.

Roy Disney To Museum Post

HOLLYWOOD—Roy O. Disney, president of Walt Disney Productions, has been elected treasurer of the Hollywood Museum by the board of directors, it was announced by president Sol Lesser.

Universal City Starts Construction Of 10-Acre Studio Visitors Village

UNIVERSAL CITY, CALIF. — Groundbreaking ceremonies for the new 10-acre multi-million-dollar visitors village at Universal City Studios were conducted last week, with Mayor Samuel W. Yorty heading a special civic delegation.

First shovels of earth for the elaborate development, planned to accommodate an unlimited number of visitors next year, were turned by Mayor Yorty and film star "Tippi" Hedren, newly named Mayor of Universal City.

Following the ceremonies, at which Jules C. Stein, board chairman of MCA, Inc., presided, participants attended a luncheon hosted by Miss Hedren in the studio's newly completed commissary.

The new village, designed to serve as an exhibition and recreation area, will house numerous special attractions and a restaurant facility. The project is being developed under the direction of Albert A. Dorskind, MCA vice-president, and Harper Goff, designer of the New York World's Fair symbol, the unisphere.

In conjunction with the project, work will get underway on a major visitor parking facility, immediately adjacent to the Hollywood freeway.

Launched on a temporary basis last July 15, the studio tours have proved so successful that the original Nov. 15 termination date set until completion of the expanded facilities, has now been indefinitely extended.

The two trams, each with three cars holding 67 passengers, with which the project was inaugurated, have proved unable to handle overflow crowds, and an additional two have been ordered for early fall delivery. Eventual plans for a five-year development period call for more than a dozen trams, departing at five-minute intervals.

The tours offer visitors rarely seen glimpses of magic-lantern land. They are shown, on closed circuit screens, daily footage on key feature and video films, and are also given practical demonstrations of the arts of costume design, ma ke-up, set building, trick photography, and the making of special props. Grounds cover 410 acres, more than all the other studios combined.

a Woman becomes President of the U.S.
what happens to her poor husband when he becomes the First Lady ?
Fred
Mac

Polly Bergen, star, Warners' "Kisses For My President," was recently welcomed to the Criterion, New York City, by Charles B. Moss, left, and Larry Morris, president and vice-president, respectively, of B. S. Moss Enterprises, owner of the theatre.

D-I Sues For Judgment Against City, Water Board

SAN ANTONIO—A local realty company filed suit in district court seeking a declaratory judgment against the City of San Antonio and the City Water Board.

Plaintiff in the action is the Live Oak Realty Co., and the suit names as defendants Bruce E. Sasse and Walter N. Garrison, in addition to the City and the City Water Board. Sasse is general manager and Garrison is director of the mains and services department of the City Water Board.

The suit sets out that the realty company owns property at 7142 San Pedro, the location of the San Pedro Outdoor Theatre.

It is alleged on July 27 the plaintiff requested the City Water Board to connect the theatre to the board's service main and supply of water there.

The realty company claims a check for $130 was sent to the board as reimbursement for expenses incurred in connecting the theatre to the water board's service main.

It also alleges Garrison, acting for the board, notified the plaintiff an additional charge of $1,229 would be levied. This figure is computed as a pro rata charge at the rate of $2.25 per linear foot of frontage on the plaintiff's property along the board's service main.

The plaintiff charges the pro rata costs are discriminatory in that customers who obtain water service before the regulations setting out the pro rata charges went into effect do not have to pay it.

The realty company seeks a hearing on its application for a mandamus and a declaratory judgment under which the water board would be required to extend service to the theatre.

Hedren By A Landslide

HOLLYWOOD — 'Tippi' Hedren has been elected Mayor of Universal City, succeeding Angie Dickinson, by a landslide vote of the lot's more than 3500 employees. She was formally inducted into office by former mayor Rock Hudson.

In her new capacity Miss Hedren's first act was to represent Universal City Studios at ground breaking ceremonies for the new Visitors' Village at Universal City .

Indie Shopper Impressed

HOLLYWOOD—Quality of independently made features in Hollywood is exceptionally high in the opinion of Earl Collins, president of United Screen Arts, Inc., film distributing firm, who has been screening on an average of two a day for the past month.

"We are completing deals with quite a number of independent producers and are finding a surprising supply of good, clean entertainment features," he said, adding that his company has also turned down a number of films because of questionable story material.

"United Screen Arts, Inc. is not interested in distributing smut, perversion or nudies," Collins said, "Which narrows our choice considerably. Fortunately there is an increasing supply of wholesome themes and stories that parents can take the youngsters to see."

Collins said that each picture released by U.S.A. Inc. will be accompanied by a major advertising and publicity campaign stressing it as a film for the entire family.

AVAILABLE FOR SALE ONLY TO SUBSCRIBERS •

PLUS SERVICE **No. 1**

THE SERVICE-KIT

—a streamlined system for BUYING, BOOKING and CONTRACT CONTROL

SERVICE KIT
THE EXHIBITOR

STIFF-BACKED 3-RING BINDERS AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
3. 10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)
4. A permanent EQUIPMENT RECORD
5. An 18-month BOOKING CALENDAR
6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

Price: $1.30 per set

PLUS SERVICE **No. 2**

PROGRAM and RUNNING-TIME Schedules

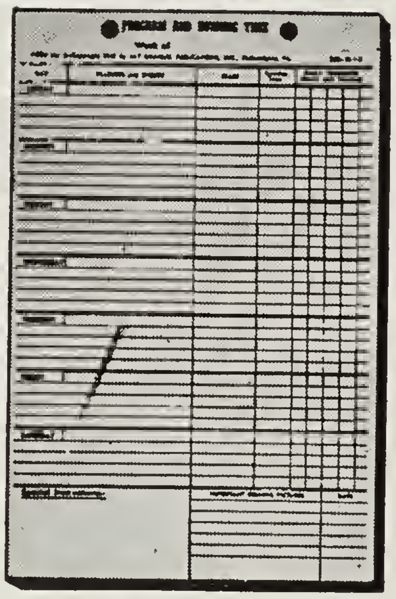
—a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

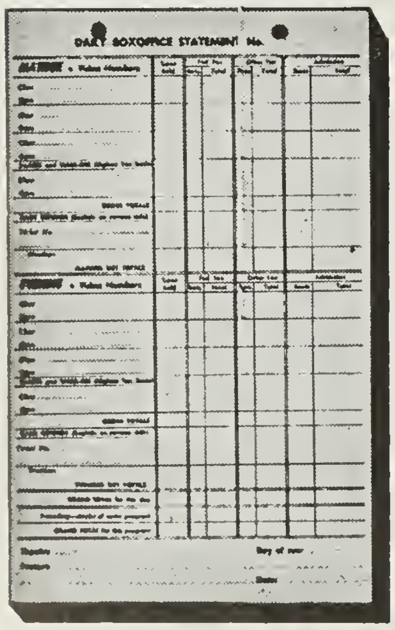
Price: 30c per pad


PROGRAM AND RUNNING TIME

PLUS SERVICE **No. 3**

Daily BOXOFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.


DAILY BOXOFFICE STATEMENT No.

● Printed on both sides so that complete factual totals for one day can be kept on one 5½ x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

Price: 30c per pad

PLUS SERVICE **No. 4**

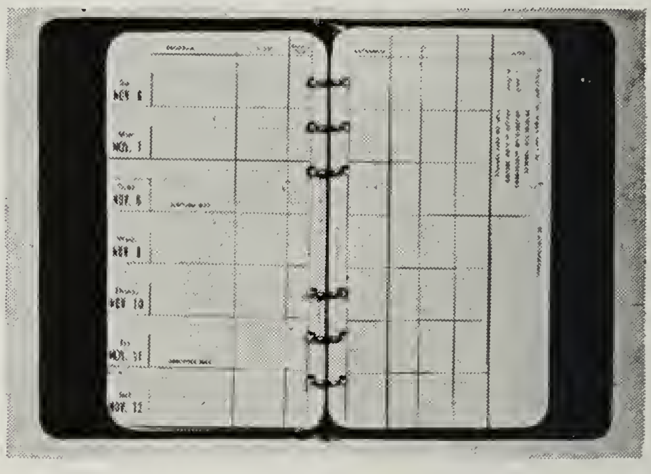
THE NEW *"Pocket-Size"* DATE BOOK

—latest innovation in the field of small booking records.

● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm. (a) 5 lines of booking space were gained by taking full advantage of the 3¾x6¾ inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: $1.00 per yearly set

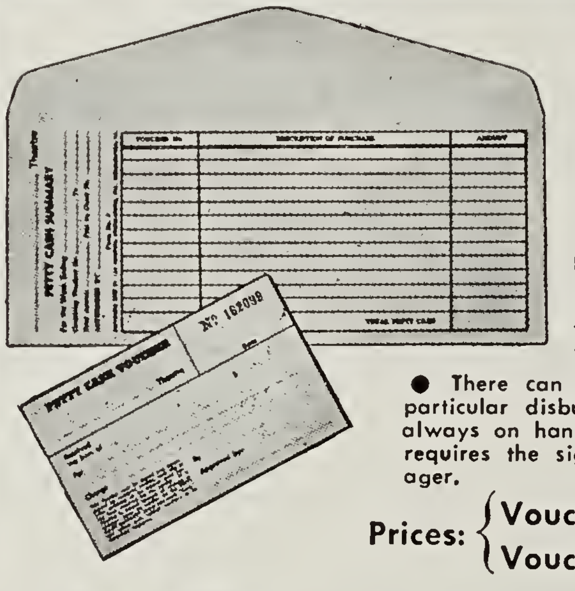


SOFT-BACKED 6-RING LEATHERETTE BINDERS ARE AVAILABLE. See No. 11c

PLUS SERVICE **No. 5**

Weekly PETTY CASH SYSTEM

—designed for simplicity and quick theatre reference.



● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

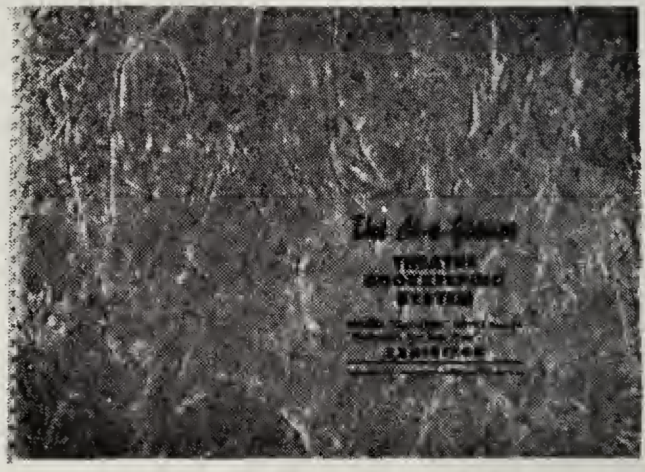
● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: { Voucher Pads............30c each
Voucher Envelopes—50 for 65c

PLUS SERVICE **No. 6**

THE *"At-a-Glance"* BOOKKEEPING BOOK

—specially designed by a leading theatre specializing C.P.A. authority.



● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.

Price: $1.75 per book (Sufficient for 52 weeks)

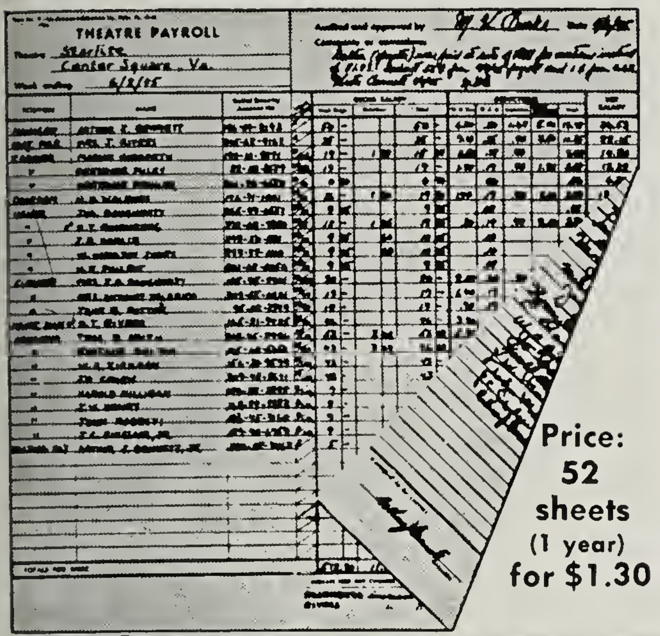
DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . .
restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets

• TIME TESTED FORMS and SYSTEMS:

PLUS SERVICE
No. 7

Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.


THEATRE PAYROLL

Theatre Starlite
Center Square, Va.

Price: 52 sheets (1 year) for $1.30

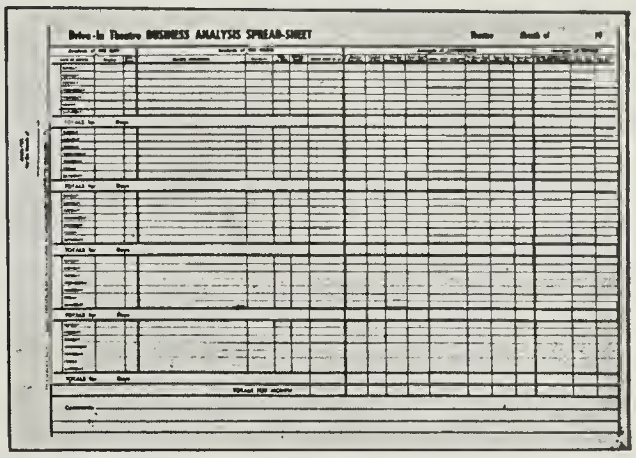
- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.
- Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE
No. 9A

Monthly *Drive-In* BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.


Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET

- There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.
- At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.
- Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

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No. 8

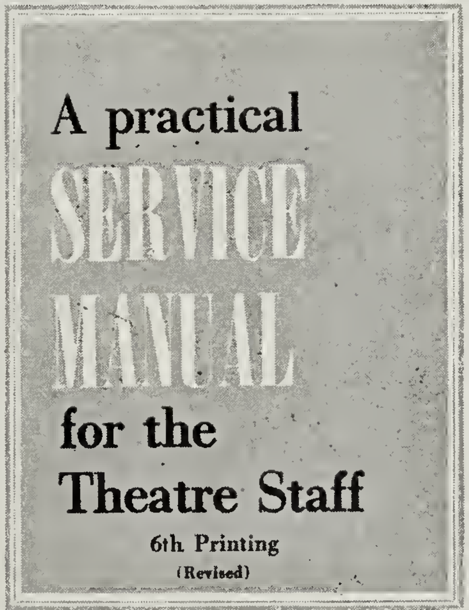
SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

- Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.
- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

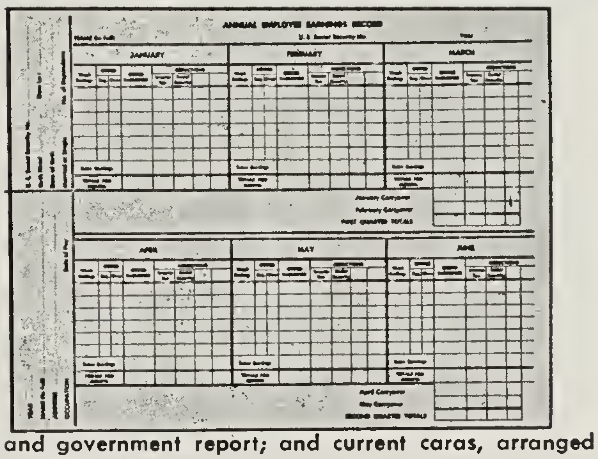
Price: 10c each


A practical
SERVICE MANUAL
for the
Theatre Staff
6th Printing
(Revised)

PLUS SERVICE
No.10

Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.


ANNUAL EMPLOYEE EARNINGS RECORD
JANUARY FEBRUARY MARCH
APRIL MAY JUNE

- Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8½ x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return and government report; and current cards, arranged alphabetically constitute the only working set.
- Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

PLUS SERVICE
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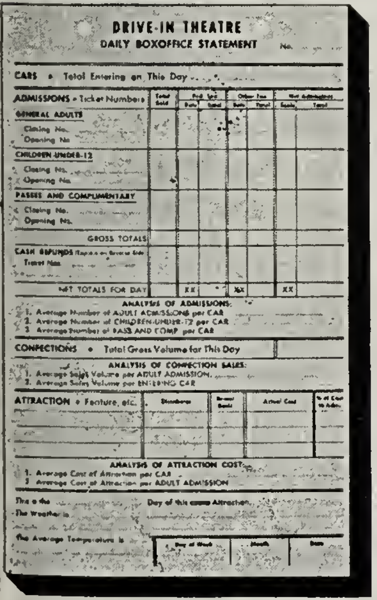
Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.


DRIVE-IN THEATRE
DAILY BOXOFFICE STATEMENT No.
CARS • Total Entering on This Day
ADMISSIONS • Ticket Numbers
GENERAL ADULTS
Closing No.
Opening No.
CHILDREN UNDER-12
Closing No.
Opening No.
PASSES AND COMPLIMENTARY
Closing No.
Opening No.
GROSS TOTALS
CASH REFUNDS
Ticket Nos.
NET TOTALS FOR DAY
ANALYSIS OF ADMISSIONS:
1. Average Number of ADULT ADMISSIONS per CAR
2. Average Number of CHILDREN-UNDER-12 per CAR
3. Average Number of PASS AND COMP per CAR
CONFECTIONS • Total Gross Volume for This Day
ANALYSIS OF CONFECTION SALES:
1. Average Sales Volume per ADULT ADMISSION
2. Average Sales Volume per ENTERING CAR
ATTRACTION • Feature, etc.
ANALYSIS OF ATTRACTION COST:
1. Average Cost of Attraction per CAR
2. Average Cost of Attraction per ADULT ADMISSION
This is the Day of this same Attraction
The Weather is
The Average Temperature is
Day of Week Month Date

- A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.
- All on a handy 5½ x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.
- Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS SERVICE
No.11

Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

Service-Kit
BRIEF CASE (a)

- A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $6.00 each (Tax included)

Service-Kit
BINDER (b)

- A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $1.50 each

Pocket-Size Date Book
BINDER (c)

- A small, flexible leatherette binder equipped with 6-ring holder designed for the 3¾ x 6¾ Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

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MOTION PICTURE EXHIBITOR
317 N. Broad St., Phila. 7, Pa.

Total Merchandising At Local Level Keys "Where Love Has Gone" Effort

NEW YORK—To insure the widest possible audience for a product—whether that product be a motion picture, a book, a phonograph record, or something else—there must be total merchandising at the local level, Joseph E. Levine, showman-producer and president of Embassy Pictures, said here at a Hemisphere Club press conference unveiling the campaign for his new Paramount release, "Where Love Has Gone."

Levine said that "there is a lot of talk today about techniques and concepts, but there is only one way to sell, and that's the hard sell. You can't be different and you can't be cute. And you can't hide what you're not doing behind a lot of fancy Madison avenue words. One man's concept can be another man's confusion.

"Everything begins at the grass roots and everything ends at the grass roots. New York, Chicago, and Los Angeles are as much grass roots as Omaha and Des Moines. You build from the bottom up, regardless of the population or geopraphic location. We have a grass roots campaign for "Where Love Has Gone." We have the kind of merchandising door-bell ringers which must create an explosive exposure that you can see and hear and feel."

Levine noted that he and Paramount were particularly fond of a word that many in the motion picture industry call old-fashioned: "exploitation." This will be a key element in the campaign for "Where Love Has Gone," he said, and it will also be the key element in the campaigns of Kapp Records, Pocket Books and others associated with the picture.

Levine said that "the catalyst of the campaign will be local radio, probably the very first time it has ever been used in such amounts in this industry or any industry to cement a campaign.

"To our best knowledge, this is a showmanship first. We are using local radio such as it's never been used before."

Miles David, vice-president of the Radio Advertising Bureau, explained the details of this local level radio on a national scale. Paramount's buy of pre-sell announcements almost three months in advance of the release of "Where Love Has Gone" is unprecedented for a motion picture and rivals the biggest ever used by an advertiser to introduce a new product, David said. It is a 32-day campaign in 29 markets, featuring 14,700 commercials on 128 stations. In 32 days, the campaign will reach 95 per cent of families in these markets, making a total number of impressions of well over one billion, it was pointed out.

Introducing James M. Jacobson, executive vice-president of Pocket Books, Inc., Levine said that "no man can speak with greater authority on selling at the local level, because he's sold millions of Pocket Books across the counters of America, including 'Where Love Has Gone.'"

Over 110,000 retail outlets in 50 states will carry the new Pocket Books movie edition of Harold Robbins' "Where Love Has Gone," Jacobson said. A national advertising campaign which has already started with a full page in the New York Times will be continued with ads in 12 additional key markets. A saturation radio campaign, a comprehensive promotional caupaign with specially prepared accessories including streamers, decals, rack cards and counter boxes, and other devices will be utilized on the regional and local levels, according to Jacobson, who promised the full cooperation of Pocket Books distributors and dealers to exhibitors.

Walter Reade, Jr., and Richard Davis celebrate the acquisition of Davis' Fine Arts Theatre, New York City, by Reade's company, Walter Reade-Sterling, Inc. The addition of the Fine Arts gives the company five first-run theatres in Manhattan.

Like the book, which has been in release well in advance of the picture, music will serve as a major promotional tool for "Where Love Has Gone," Levine said, noting that grass roots penertation of the title song by Sammy Cahn and Jimmy Van Heusen has started three months in advance of openings.

The key factor in the "Where Love Has Gone" music promotion is the tie-up with Kapp Records, which has just released Jack Jones' single and album of the same title.

In the biggest motion picture tie-in in its history, Kapp Records has set a "huge" national and trade advertising campaign, David Kapp said, which is being backed up on the local level with an extensive disc-jockey and record dealer drive. A special information kit originally prepared for disc jockeys has also won wide acceptance among retailers. Special point-of-sale accessories are being used for window and store displays, in conjunction with the colorful single and album sleeves. Jack Jones, "Grammy"-award winner and one of the country's most popular male vocalists, has incorporated "Where Love Has Gone" into his national tour. Press conferences, radio and tv interviews and autographs parties are beings set for him by Kapp and Paramount timed to his major nightclub and theatre appearances.

A number of other important recordings of "Where Love Has Gone" will also be in release by the time of the opening of the picture, according to Ed Wolpin, general professional manager of Famous-Paramount Music, publishers of the Cahn-Van Heusen number. Columbia Records' Jerry Vale and Kapp Records' Hugo Winterhalter have already completed recordings, and negotiations are underway with several other top artists, Wolpin said.

To explain how all of these elements will be drawn together to give a hard sell, total merchandising effort at the local level, Levine called on Joseph Friedman, assistant director of advertising and publicity for Paramount Pictures.

A special screening program will be utilized to create advance word-of-mouth, particularly among women and teen-agers. Kapp Records and Pocket Books will participate in these screenings, which will be turned over to top disc jockeys or radio personalities for select groups of listeners. Earlier this year, newspaper editors were canvassed for requests for specially prepared stories on "Where Love Has Gone" and are now being serviced with this material. An important build-up is being given to new star discovery Joey Heatherton. In addition to the regular advertising channels for a picture of the size of "Where Love Has Gone," a special campaign is being set in fan magazines, confession books and other women's publications. A big radio and tv camgaign will follow the 32-day teaser saturation timed to fall openings of "Where Love Has Gone," plans for the premiere of which are being formulated for Atlanta. Radio promotions and contests, personal appearance tours and several other key activities are also planned, Davis and Friedman indicated.

Four New Committees To Serve Film Academy

HOLLYWOOD—Four more special committees have been organized by the Academy of Motion Picture Arts and Sciences, bringing to 13 the number of committees announced to date by Arthur Freed, president.

The committees and their membership are: Art Direction Awards Rules Committee—Alexander Golitzen and Emile Kuri, co-chairmen; Edgar Preston Ames, Lloyd H. Bumstead, Samuel M. Comer, Marvin Aubrey Davis, Henry W. Grace, Arthur Lonergan.

Cinematography Awards Rules Committee—Hal Mohr, chairman; Charles G. Clarke, William H. Daniels, Farciot Edouart, George J. Folsey, Winton C. Hoch, Arthur C. Miller.

Documentary Awards Committee—Norman Corwin, chairman; Joseph Ansen, Leon Barsha, McClure Capps, Hal Elias, Don Gordon, Lou Greenspan, Howard W. Horton, Laura Kerr, Jack Kinney, Robert B. Radnitz, Walter Reisch, Frances Richardson, Allen Rivkin, Leo S. Rosencrans, Geoffrey M. Shurlock, Sidney P. Solow, Harry Tytle, Robert M. W. Vogel, Adrian Woolery.

Film Editing Award Rules Committee—Roland Gross, chairman; Folmar Blangsted, Adrienne Fazan, Rudi A. Fehr, H. Ellsworth Hoagland, William W. Hornbeck, Stanley E. Johnson, Warren Low, William B. Murphy, Charles A. Nelson, Eda Warren, Ralph E. Winters, William H. Ziegler.

"Troublemaker" To Venice

NEW YORK—The Venice Film Festival has selected Janus Films' "The Troublemaker" for presentation at the Festival, it was announced here.

The date and conditions under which it will be shown will be announced shortly.

The original comedy, directed by Theodore J. Flicker, was filmed in New York and stars Thomas Aldredge, Joan Darling, William Frawley, Buck Henry, and Flicker. Henry and Flicker wrote the screenplay for the wild satiric comedy about Life, Love, and Law in the Big City where "Nowadays Dishonesty Pays.'

All five stars previously attained prominence at "The Premise," the sensational off-Broadway production, created by Flicker, which combined improvisational satire with versatile comedy performances.

"Becket" N. Y. Showcase An All-Out Affair

NEW YORK—Following an advance build-up of almost one full year, "Becket" will be launched in its New York "Showcase" engagement September 2nd with an extensive local level campaign set by Paramount for the metropolitan area, Joseph Friedman, the company's assistant director of advertising and publicity, told a special exhibitors' merchandising seminar here.

During its six-month reserved-seat engagement at Loew's State on Broadway, "Becket" has become one of the most acclaimed and talked-about motion pictures of the year, Friedman said. The large-scale advertising-publicity campaign, which started six months ahead of the State opening, plus the thousands of patrons "who have literally become walking press agents for the picture," Friedman noted, will provide a cushion for the localized sell.

Expressly for the "Showcase" engagement, a $3,000 sports car will be awarded to a lucky theatre patron in a special "Becket" contest. Each "Showcase" theatre will make the contest a major phase of its campaign, with programming of advance trailers, lobby displays and auto dealer tie-ins.

Theatres will also be tying in with RCA Victor and Decca Records on the two soundtrack albums from "Becket" and with New American Library on the paperback book. Paramount has prepared an exceptionally large number of accessories for local use, including posters, lobby displays, heralds, banbers, table tents and other materials for local tie-ins.

A deluxe campaign kit distributed at the meeting included special letters, brochures and promotional materials directed at a large number of organizations in the New York neighborhoods and suburbs.

The "Showcase" advertising campaign for "Becket" will be "very substantial," according to Paramount advertising manager Ted Lazarus, with 60 per cent of the budget going into pre-opening and first week.

Goldner Joins Rugoff

NEW YORK—Leonard Goldner has been appointed comptroller of the Rugoff Theatres, it was announced by Donald S. Rugoff, president. Goldner formerly was the chief accountant of the Walter Reade-Sterling organization.

Two B'way First Runs Set For Burton's "Hamlet"

NEW YORK—In a unique development that will have two leading Broadway theatres presenting the same production, the Rivoli Theatre will join the RKO Palace Theatre in offering Richard Burton's "Hamlet" for four performances on Sept. 23 and 24 in the new electronic-optical process of Electronovision Theatrofilm.

It had been announced previously that the Palace would show the Warner Bros. presentation, along with 50 other theatres in the New York-New Jersey metropolitan area.

In all theatres, there will be two matinees and two evening performances and no other performances thereafter. Seats will not be reserved.

One thousand theatres throughout the U. S. and Canada will present Burton's "Hamlet" on the same two days.

The NEW YORK Scene

By Mel Konecoff

THOSE BOYS IN THE WARNERS PUBLICITY DEPARTMENT HAVE GUTS. THEY have a big, colorful action film in their forthcoming "Cheyenne Autumn," and they dreamed up an unusual campaign which will go international on behalf of the entry and which will include the participation of a part of the Cheyenne nation. The Department of the Interior warned against getting involved because these particular Indians may never have forgiven the U. S. and the whites for their defeat. The Warners people decided to send their own Indian agent to talk to the chiefs, and the result is enthusiastic cooperation and a plan which may help the Indians financially.

"Cheyenne Autumn," which will be a roadshow attraction in 70mm Super Panavision Tecnicolor, will world premiere in London on Oct. 15, which was one of the reasons Leonard Samson, Warners advertising and publicity director in England, made his first trip here. He thought people all over the world are still interested in our Indian heritage, and England, in particular, loves our westerns and Indian action entries.

Anyhow, he's got a plan to plug the film that has never been tried there before. He wants to build a float that may resemble a covered wagon or an Indian Teepee, which will carry Indian craft, products, etc., and will be sort of a traveling museum, after which it will be set up in one of the large shops where the public will be able to inspect the hand-made merchandise and then place orders for same to be sent from the Cheyenne reservation. This will be duplicated in key cities following the London bow, and it should provide the Indians with a source of income, the picture with lots of valuable publicity, and pay-off at the boxoffice.

In addition, a featurette will be shown in theatres and on tv which will contain footage from the film as a retracing of the Cheyenne Autumn Trail by a band of modern-day Cheyennes using modern transportation. This aspect of promotion will culminate in a press preview of the film in Cheyenne, Wyo., Oct. 1-4 attended by 200 leading representatives of the world press, radio, and television.

Dick Lederer, Warners vice-president and director of advertising and public relations, reported that about seven theatres will be playing the film on a roadshow basis in the U. S. around Christmas in the first wave of engagements, and of course, there will be a series of international openings as well.

MUCH ADO ABOUT "LILITH": TWO YEARS IN THE MAKING AND NOT EVEN released as yet and the Robert Rossen film, "Lilith," is a cause celebre in connection with the Venice Film Festival.

Let's go back a bit. When the Italian festival requested the U. S. to officially designate an entry, the Festival Film Selection Committee and the U. S. Information Agency chose "Lilith." Rossen, producer-writer-director, agreed, as did Columbia, to go along with the request by the industry group and the Government even though it meant pushing back the release date so that it wouldn't conflict with the Festival showing.

Next, Luigi Chiarini, director of the film festival's organizing committee, dispatched a notice stating that he was dissatisfied with the entry and also issued a statement to the Italian press questioning "Lilith" as being appropriate as the official U. S. entry.

The dander of both Columbia and Rossen was aroused, to say nothing of the feelings that were ruffled among the Festival Film Selection Committee, the USIA, and the Motion Picture Association of America. The entry was pulled, at which time it was announced that there would be no official enry in the Festival nor would there be any official U. S. representation at the event.

Not only that, but Rossen and Columbia executives called a press conference to explain their position, at which time Rossen called for the resignation of Chiarini, explaining that the festival director assumed authority which was beyond his responsibility. Further details can be found in a story elsewhere in this issue.

Rossen speculated on Chiarini's reasons, asking could it be because the film had a chance of winning; or perhaps because there wasn't enough glamour surrounding the film or its personalities, Warren Beatty and Jean Seberg, intimating that stars, glamour, and publicity were welcomed but not entries capable of winning. Perhaps Chiarini's personal tastes ran in another direction. Rossen noted that no American film has won the Festival since 1942.

As far as future festivals are concerned, Rossen didn't think he would even enter a cartoon in one. He insists on having the merits of a film judged by people who are qualified. As for success or failure—that will be up to the public, the final arbiters.

THE METROPOLITAN SCENE: WARNERS SENDING OUT "THE ACTION," A merchandising newsletter, to branches and exhibitors across the country to enable swift adaptation of ideas on local level. . . . David Golding sends on from the Universal Studios as a souvenir the menu cover from the recently opened studio cafe. No food—just the cover. Undeniably, it is very colorful but not very filling. . . . MGM press department advises that "Iggy," a semi-pet Iguana in the home office publicity department, his disappeared from his cage, and efforts to locate same have failed. It can only be presumed, commented a spokesman, that he has gone to one of the more than 47 theatres in the area playing "The Night of the Iguana." . . . The paperback edition of "The 7th Dawn" in the bookshops to coincide with release of the film by UA. . . . RCA out with an album by Richard Burton and Peter O'Toole featuring excerpts from "Becket." . . . How are the winners of the MGM-sponsored contest on "Looking For Love" going to spend a weekend with Connie Francis now that she got married? It's something to think about as that was the first prize. . . . In "The Agony and the Ecstasy," when Rex Harrison picks up a handwritten letter as Pope Julius II, he will read the following text by the prop man, "The rain in Spain stays mainly in the plains," and continuing into the rest of the lyrics from "My Fair Lady." The least Warners can do is say thanks.

LONDON Observations

By Jock MacGregor

IT IS GOOD TO SEE THAT THE MOTION PICTURE ASSOCIATION OF AMERICA HAS taken a firm line with the Venice Film Festival authorities following allegations that they were not satisfied with the official American entry, Columbia's "Lilith," and withdrawn from the 1964 jamboree. Promoted mainly to sell tourism or flatter local egos, these Festivals are ever increasing. With few exceptions, they contribute little to the well being of the industry but are heavy drains on exploitation finances. Once, I believed they had a potential, but I stopped attending when the big production countries were apparently being wooed for their lavish midnight parties and not their pictures, and commercial subjects were being scorned. Squabbles and behind the scenes squabbling still seem to be part and parcel of the awards, and one can well ask why. Unless one goes to some minor production, little is gained from it. Britain will be represented by "Girl With Green Eyes" and Joe Losey's "King And Country," but is staging no large scale reception. The most trivial of all, Edinburgh, has opened, but I have no idea of what has been entered. There is no British participation. The international producers' body piously condemns the growth of festivals and rules which should be supported, but this seems to have little effect. American and British producer groups should act forcefully and withdraw from all these long-haired hay-rides. They gain little but knocks from their support. Maybe the MPAA's action will snowball. Exploitation should be two-way. As it is, tourism, travel agents, and transportation companies, and not the major movie corporations, are the beneficiaries.

A PRODUCER MAKING ENORMOUS HEADWAY AND A BIG IMPRESSION IS A former Pathe Newsman, New Yorker Jack Le Vien, who is thriving on the impossible with the greatest of ease. Following his success with his combination of historical footage and specially shot material, Winston Churchill's "The Finest Hours," he arranged to film the Duke of Windsor's "A King's Story" on a similar basis. At first it was thought that he would be unable to shoot in the royal palaces and residences, but Jack's persuasive tenacity had been underestimated. The footage is already in the can. Now he has filmed the Duke and Duchess at their residence near Paris. He reports the fullest cooperation. He personally asked the Duke 100 questions covering his recollections of school days, World War I, international tours, accession to the throne, abdication, etc. The answers will not be released until the film goes into distribution. Concurrently, Jack is producing a 60 minute color coverage based on Churchill's "Painting as a Pastime" for tv's "Hall of Fame" to celebrate the statesman's 90th birthday.

THE HIGH COMMISSIONER FOR MALAYASIA HOSTED A COCKTAIL PARTY AT his official residence for William Holden, Capucine, Susannah York, and UA executives before the opening of "Seventh Dawn," which was pretty roughly handled by the critics. It is too early to get a public reaction. "The Unsinkable Molly Brown" fared little better—some felt it needed sub-titles to be fully understood here! It succeeded the Cliff Richard musical, "Wonderful Life," which is the first picture to run six weeks at the New Empire. That other British musical hit, The Beatles' "Hard Day's Night," has been going great guns everywhere, but has had to battle hot weather. In consequence, it has not quite matched the phenomenal "Russia with Love" figures. On London release, the Sundays were a bit disappointing. The reason, I suspect, is that moviegoers used to two performances on a Sunday and seeing three advertised in the six odd hours of permitted opening decided to go elsewhere and pick it up during the week when many miss the second feature anyway. ABC managers in opposition, playing Peter Rogers' "Carry on Spying" and "Who Was Maddox," conversely report high satisfying Sundays. Who says the public doesn't want second features? Incidentally, the iniquitous tax which is levied on British exhibitors at the discretion of local authorities for the privilige of opening for limited hours on Sundays raised no less than $426,600 last year.

I JOINED A PLEASANT CELEBRATION. TO ENCOURAGE SALES OF RANK'S new fan monthly, "Showtime," theatre publicity chief John Behr offered a night out in London for the manager who sold the most copies per 100 admissions in June. What a night we had. The winner was Michael Sparks, Plaza, Dudley. This bright young man has figured in several exploitation contests and sports a rich suntan from the Italian trip he won with his "Boccaccio '70" campaign. "Showtime" has fulfilled John's highest hopes. The 275,000 copies for August have gone, and he is hunting spares. I was also with John when the first Rank mobile boxoffice was handed over to Kenneth Winckles. Complete with daylight projector for showing trailers, etc., poster and still frames, and fittings for other display material, the vehicle will visit factory sites, showgrounds, wherever people congregate, for selling reserved seats for road shows. First stop will be the Leeds area, where "Roman Empire" and "Circus World" are being road shown. . . . It is back to Civvy Street for the Gaumont, Redditch! After 25 years, the Royal Observer Corps have moved from a hut on the roof to a new observation post. To commemorate the association, the Mayor presented manager John Parks with a plaque for display in the foyer. . . . After a successful series of Sunday symphony concerts, the Swiss Cottage Odeon, London, is showing ballet and opera movies on Sundays. . . . UA is going live and will be associated with John Bryan in the stage presentation of Lionel Bart's musical, "Robin Hood," which they will film later. . . . Even if theatres are slow in refurnishing, Pathe Equipment's George McLean is keeping an eagle eye on expansion in the educational field. In face of strong competition, he has snatched valuable seating contracts for auditoria at Queen's University, Belfast, Burnley Secondary Modern School, the Atomic Energy Commission, etc. . . . Charles H. Schneer got an invaluable plug for his "First Men in the Moon"—"East of Sudan" unit program when he spoke in the BBC's popular "Movie-go-Round." He described it as "kidult" as it will appeal to all ages!

Two-Reel Color Film Tells Story of Hospital

NEW YORK—Production started this week on a two-reel film in Eastman Color which will tell the story of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories in treating and combatting respiratory ailments and in furthering research on respiratory diseases.

The picture is to be produced by Norman E. Gluck, Universal Pictures Company, and it is to be directed by Arthur Cohen, who has served in this capacity for many of Universal's short subjects. Charles Jackson, author of "The Lost Weekend" and many important Hollywood screen plays and a former patient at Will Rogers Hospital, will serve as the narrator of the film. Gene Wood has written the script.

The film will serve a three-fold purpose. First it will be designed to inform everyone working in the motion picture, television, radio, and allied entertainment industries about the Will Rogers Hospital and the O'Donnell Memoral Research Laboratories and to show them what is being done in research on respiratory illnesses. Secondly, it will be designed to make people in these industries conscious of the fact that the Will Rogers Hospital is their hospital and its facilities are available free of charge to them and their families if they require treatment of respiratory ailments. The third purpose will be to provide information to the general public about the basic research in connective tissues of the human lung, the emphasis at present being on studies of these conditions in infants and children, particularly in regard to chemical changes in pulmonary elastin with neo-natal development.

Prints of the finished picture will first be made available to film companies and circuits for special screenings in their projection rooms across the country for all their personnel and other employees in the industries. Then the picture will be made available for public screenings in theatres, and on TV.

Burton To Star In "Spy"

HOLLYWOOD—Richard Burton has been signed to star in Martin Ritt's production of Paramount's "The Spy Who Came In From The Cold," it was announced Jack Karp, vice-president in charge of Paramount Studios.

Burt Lancaster, originally slated for the role, was forced to relinquish it when it was learned that filming could not begin in Europe until January, 1965, in order to capture the full brunt of the winter atmosphere necessary for dramatic emphasis for "The Spy Who Came In From The Cold." The re-scheduling of the start of the film caused a conflict with Lancaster's other film commitments, necessitating a replacement.

Poitier To Do "Bedford"

HOLLYWOOD — Due to delays and the overlapping of the schedules of the two Columbia releases in which he had been scheduled to appear, it has been mutually decided that Sidney Poitier will leave has role in "Synanon" and do "The Bedford Incident."

The decision was reached for Poitier not to do "Synanon" rather than take a chance on additional delays in either film. "Synanon," a Richard Quine Production, is now scheduled to begin shooting in September. "The Bedford Incident" goes before the cameras in early fall with Poitier co-starred with Richard Widmark.

ALBANY

Audience collections in the area totalled over $7,000 for the Will Rogers Memorial Hospital at Saranac Lake; and led Bob Adler, distributor chairman, to predict $10,000 for this year. . . . Joseph Dinon is now manager of Alan V. Iselin's Auto-Vision Drive-In, East Greenbush, after advancing through the ranks. Patrick Monachino, a graduate of the organization's management-trainee program, has charge of Turnpike Drive-In, Westmere. . . . Harry Rogovin, Columbia division manager, and Herbert Schwartz, Albany branch chief, met for several days with Sidney Kallet Theatres, at Saratoga Springs. . . . The Beatles in UA's "A Hard Day's Night" opened strong in area theatres. . . . Capital District Better TV Inc., has been incorporated to promote and install TV systems in Upstate New York including the cities of Albany, Schenectady and Troy, plus six suburban communities. It would provide cable service enabling viewers to see programs originated in New York City and Canada; and subscribers would be able to witness Mets and Yankees baseball games, first run movies, Dominion sporting events, etc. Initial installation fee would be $19.50; the monthly charge $5. . . . International Classics, Inc., has been reserved as a corporate name with the Secretary of State in an application filed by 20th Century-Fox International Corporation.

ATLANTA

Martin Theatres, Columbus, Ga., has selected Madisonville, Ky., as the site for a new drive-in. . . . L. B. Blender, vice-president sales manager, American International Pictures, was in. . . . Bids are being accepted for construction of an additional 110,000 square feet of building in the Ashley Plaza Shopping Center in Charleston, S. C., and the expansion will include a 900-seat motion picture theatre to be operated by General Cinema Corporation, Boston, Mass. . . . Former Atlantan Dan M. Coursey has been shifted from Memphis to Charlotte by 20th Century-Fox where he succeeded Olin Mock, who died recently. . . . MGM's "Viva Las Vegas" was given a fantastic saturation subsequent run booking in five conventional houses and 16 drive-ins where it grossed $100,000 in seven days despite three of Atlanta's patented evening downpours that kept business at the outdoor spots down to zero. Woodrow J. (Woody) Sherrill, MGM's branch manager, said such a figure is unprecented, especially where a feature had been shown in down-town Atlanta for a four week run at Loew's Grand. . . . Long holdover runs at the Fox, Lenox Square, Capri and Fine Arts Cinema are causing a backlog of product which will cause more saturation bookings of first runs in neighborhoods and drive-ins such as The Beatles in "A Hard Day's Night," now in 16 locations; and Universal's "McHale's Navy.". . . The Capital, downtown Newport, Ark., was destroyed by fire.

BOSTON

Records were smashed here by "A House Is Not A Home" at the Beacon Hill when on opening day a gross of $2,469 was recorded for Bostonian Joseph E. Levine's picture. Lines formed early in the morning on Aug. 12, picture's opening day. A saturation exploitation campaign, in which exhibitor Ben Sack pulled out all the stops, preceded the opening. In another move, Levine sent Ralph Taeger, who appears in the picture, up to Boston for press luncheon, radio, and tv interviews, with George Kraska, Levine's man in Boston, taking him around the city. "A House Is Not A Home" beat opening day figure for two other of the house's record grossers, "Tom Jones" and "Never On Sunday." First week's gross for the picture is expected to smash the house record held by "Tom Jones."

BUFFALO

In Buffalo, the Paramount will present, for four performances only, Richard Burton in "Hamlet," on Sept. 23 and 24. There will be two matinee and two evening presentations, and it will not be shown anywhere thereafter. . . . Loew's Rochester will be razed in October to make way for the new 10-story office building to be constructed by I. Gordon Realty Corp. Gordon plans to construct a new theatre on Monroe avenue, across from the Pittsford Plaza, and lease it to Loew's. . . . Five dollars per carload was the special inducement that attracted hundreds to each of the three drive-ins, Aero, Sheridan and Star, that showed the Beatles' "A Hard Day's Night," on premiere night only. . . . George H. Mackenna, veteran exhibitor and former managing director of Basil's Lafayette, now razed, is a member of a big real estate firm, operating in the suburban area north of Buffalo. . . . Tent 7, Variety Club of Buffalo, is going to miss Tony Kolinski, who has recently resigned as manager of the Buffalo branch of Warner Bros. Distributing Corp. to accept a position with Slotnick Enterprises in Syracuse. . . . Workmen have begun to raze the 51-year-old Capitol, Niagara Falls, Ont., to make room for a bank and office building. The theatre, which was built by the Buttlemayer Brothers in 1913 as a silent motion picture house, was converted in 1928 for talkies and also housed vaudeville. . . . The Olean, N. Y. Common Council has completed action on a local law governing community television cable operations. The final step was a resolution setting an annual fee of $2 for each utility pole used to carry television coaxial cables. This action sets up anticipated revenue of $4,600. a year from the Olean TV Cable Co., the only concern now licensed.

CHICAGO

Elizabeth Taylor and Richard Burton stopped here on their way to Los Angeles, with Miss Taylor's four children from previous marriages, and two nurses. Two city dectives were assigned to accompany Miss Taylor for protection in case she left her hotel suite. . . . "A Hard Day's Night," Beatles' first movie, has been set for special reserved performances at the Woods opening Aug. 28. The film's regular engagement begins Aug. 29. . . . Mrs. Gordon B. Holland, Highland Park, Ill., recently opened her home for a fund raising luncheon and garden party for members of Better Films Council of Chicago. The council's committees preview films and issue monthly bulletins evaluating and classifying motion pictures. . . . Barney Balaban, 75, chairman of Paramount Pictures and former founder of the Balaban and Katz chain here, recently spent a week-end visiting his brothers, Harry and Elmer Balaban, of the H and E Balaban Circuit, and the whole local clan. . . . Morris Hellman, salesman at United Artists, died. He leaves his wife, a daughter, and two sisters. . . . Ted Dariotis, executive of Alliance Theatres Equipment Co., has returned to his business activities after recovering from surgery at Grant Hospital. . . . Kerasotes Theatres, Springfield, Ill., have acquired two real estate properties for two drive-ins (all weather). Each of the indoor theatres will have installed individual screens and conventional seating for 1,000 with like installations for the drive-ins. Cafeteria-style concession stands will serve both indoor and outdoor combinations. . . . Stage Right Screen Renovations has been organized under a partnership by John Farley and Bob Norello to paint motion picture screens. . . . Surf, recently purchased by Hugh Hefner, owner of Playboy Magazine and Playboy Clubs, will continue for the time being to be operated by H. and E. Balaban. Fred Cory, veteran manager, will remain at his post. . . . 20th Century-Fox moved its offices to Mercantile Bank Building. MGM follows suit shortly. . . . Nijole Besonis, Buena Vista exchange, was wed to Domonic Bertucci. . . . Fred Niles Film Studios selected to produce two major films for worldwide distribution by United Nations. Production will begin in the near future for delivery in early part of next year. One film will be filmed in this country and another in Peru. The American film will propose to persuade its worldwide viewers to support United Nations' aid program for children in underdeveloped countries. The film will be without narration, but will have sound effects and an original musical score to be produced by Sid Diegel, Niles' musical director. . . . Mrs. David Wallerstein, wife of B and K's president, will be in charge of Chicago Youth Centers' benefit premiere of "Mary Poppins" at State-Lake Oct. 14. . . . Building Service Employees International Union sold their two-thirds interest in Marina City, comprised of 60-story twin apartment towers, 10-story office building, and projected theatre, to Marina Building Corporation, headed by Charles R. Swibel. . . . Children under 12 were admitted free at Harlem and Halsted Outdoor theatres for the twin-bill showings, "For Those Who Think Young" and "633 Squadron." . . . Essaness Harlem Ave. Outdoor Drive-In is the site on Sunday mornings at 8 a.m. for church services conducted by Our Saviour Lutheran Church. . . . Chicago Tribune's magazine section carried a three page article by Ridgely Hunt on Chicago's movie-maker Cal Dunn and his latest film, "The Desert Raven." . . . Evelyn Blumenthal, head Ad Art Display Studios, is doing work in the display line for the Schoenstadt Circuit.

CINCINNATI

Congratulations to the Associated Theatres, Cleveland, and its Cincinnati Theatres division upon the opening of the deluxe Northland, Columbus, O., number 15 in the Cincinnati Theatres' string. The company also recently opened the Studio, Middletown, O. . . . Jack Finberg, UA branch manager, and his wife were in New York City as honored guests at a dinner celebrating Finberg's 25th anniversary with the company. . . . Katherine Argeros, daughter of Nick Argeros, Portsmouth, O., exhibitor, and James M. Stergiopoulos are to be married Aug. 30. . . . Carl Ferrazza, Universal field man, who has been in Detroit to assist in promotion for "The Lively Set," flies back here on weekends to be with his family. . . . Joe Shanbough left Film Row years ago as Republic shipper to enter Will Rogers Memorial Hospital. Last week, he returned for a visit, a living testimony to the hospital's healing skill. . . . Walter Dilles has leased the Albans, St. Albans, W. Va., from O. B. Pierce, with the Frank Weitzel Booking Service doing the booking. . . . James Woberton is new operator of the drive-in at Richmond, W. Va., formerly operated by Henry Heth, Jr. Grey Barker, Clarkesburg, W. Va., is booker and buyer.

COLUMBUS, O.

Herman Hunt announced the booking of "Becket" beginning Sept. 2. . . . Screen star Van Johnson is in town the week of Aug. 25-30 as the star of the Kenley Players' production of "A Thousand Clowns" at Veterans Memorial. . . . Mrs. Lydia Wilson Boda, former manager of the Hartman legitimate theatre, has been confined to Mt. Carmel Hospital suffering from an undisclosed illness. . . . Northland Cinema held for a second week the Jack Lemmon comedy, "Good Neighbor Sam" after a big opening week of the new house located in Northland shopping center. . . . The 500-seat Liberty, last independently-operated indoor house in Springfield, O., and one of the oldest in the area, closed. The shuttering leaves only three film theatres operating there. William Settos has operated the Liberty for a number of years. He acquired the theatre from John Gregory, who in turn had obtained it from the late Ed. Helman, The Liberty was opened in the World War I era.

DALLAS

Jean Louis, famed designer of motion picture wardrobes, is scheduled to be a visitor here on a promotional tour in behalf of the Ross Hunter production, "I'd Rather Be Rich," which will be shown here next month. . . . George Bannon has been appointed to serve as chairman for this area in the promotion of the annual funds campaign for Will Rogers Hospital. Bannon is Dallas field exploitation man for Universal Pictures. . . . A seminar will be held here by Warner Bros. for some 50 theatre circuit executives and independent theatre operators at the 20th Century-Fox screening room on "Hamlet," which is to be shown in Dallas at five theatres on Sept. 23 and 24. The local theatres are the Inwood, Lakewood, Preston Royal, Wynnewood, and Cinema. Two performances will be shown at 2 p.m. with tickets at $2.50 and $3 for the evening showings. There will be 69 Texas theatres showing the movie version of "Hamlet" on the two days. . . . Betty Owens, Interstate Theatres staff, was in Baylor Hospital for surgery. She is also treasurer of the Dallas chapter of Women of the Motion Picture Industry. . . . Lorena Cullimore, Columbia exchange, was at her home recuperating following surgery at a local hospital. . . . Mary Sue Driver has joined the home office staff of the Interstate Theatre Circuit. She was formerly with the Universal exchange. . . . Bob Lee has joined the staff of the Universal exchange. He was previously a booker with United Artists. . . . After an absence of several years from the industry, Lee Sherron has joined United Artists as a booker succeeding Bob Lee. . . . Bruce Shearin has joined the staff of Parade Pictures with Heywood Simmons. He was a former booker with Metro-Goldwyn-Mayer and replaces J. C. McCary, who left Parade to become local manager of Magna Productions' first local office.

DENVER

Lelia Grow, Denver Shipping and Inspection, is recuperating at home following surgery. . . . RKO International 70 and the Crest will show Richard Burton's "Hamlet" in the special two-day national engagement. . . . Monthly luncheons of the Rocky Mountain Motion Picture Association are expected to be resumed shortly. The organization has also set its golf tournament for Sept. 22 at the Park Hill Country Club. A dinner dance will follow. . . . Ralph Batschlet, Denver, held a special screening of "Hey There, It's Yogi Bear" for the Denver Post carriers. . . . Denver chapter of WOMPI is holding a once-a-month meeting to make cancer bandages as one of its service projects. . . . John Dobson, United Artists branch manager, has been doing a great job as m.c. of the series of tv panel discussions on films which is a regular Friday night feature on channel 2.

DES MOINES

Des Moines has booked Richard Burton's "Hamlet" for four performances, with matinee and evening shows on Sept. 23 and 24. . . . A. H. Blank, veteran retired theatre executive, spent his 85th birthday in the hospital for a checkup. . . . Gary Amick, Moville, Ia., has purchased the Gem, Moville, and will have shows on Friday, Saturday, and Sunday. . . . An extensive remodeling program is underway at the Perry, Perry, Iowa. . . . Al Myrich, former National Allied president, has sold his State, Lake Park, Ia., and will devote his time to selling his Trade-at-Home promotion to exhibitors. Myrick reports he has placed the program in 32 states.

DETROIT

Clark Theatre Service has announced to distribution that it will henceforth buy and book for two new accounts. Here it will represent the Fort Military Cavalry Corp., owners of the 1,000-seat Lincoln. The quaint corporate name stems from the fact the house is a part of a block-long apartment and store complex fronting on Fort Street, and bounded by the Military and Cavalry arteries. For many years, the Lincoln has been under a lease to Wisper and Wetsman, which has relinquished it. Managing will be William Graham. In Muskegon, Mich., Clark has taken on the stint for veteran Nick Kuris, who operates the NK indoor, the NK and OK outdoorers. The theatre, which reopens in September and seats 1,400, will go first run. Recently, Kuris sold radio station WTRU and will devote himself to the theatre properties and a bowling alley. . . . According to Milton H. London, executive director of National Allied and president of Michigan Allied, convention plans for the latter differ in 1964 from other years. Because National will meet here at the Sheraton Cadillac Hotel Oct. 19-22, Michigan will not plan activities other than membership meetings and business sessions so scheduled that they can run concurrently without conflict with National.

HOUSTON

The grand opening is scheduled soon for the Art Cinema, Houston's newest intimate art theatre. The first film scheduled will be Ingmar Bergman's "The Silence" in its first local showing. . . . Shad E. Graham, the film man, is back home in Houston after being in New York for three weeks to work with authors James Brough and Hedden Hoppens on movies of two books, "Under My Hat" and "Nothing But The Truth." . . . Vince Edwards is scheduled to come to Houston in the very near future when shooting begins on "The Confessor," based upon the novel of Jack Donahue. The film will be made in the local area. Other stars to be in the film are Henry Fonda and Tony Curtis. Edwards is scheduled to play the role of a detective. . . . Jack Sheffield, local motion picture and television actor, is scheduled to return to Houston with his family to make his home here. Sheffield will commute from Houston to Hollywood on future film assignments. . . . Children under 12 are being admitted free with parents to the Yale where the comedy, "It's A Mad, Mad, Mad, Mad, World," is being shown, according to Alvin Guggenheim, manager. . . .

The road show engagement of "My Fair Lady" is scheduled to open here at the Tower on Nov. 11 just three weeks after the world premiere of the film in New York. . . . "Der Rosenkavalier," the Richard Straus opera, will visit the city in the fall in an opulent film production to be screened at the Music Hall on Oct. 9 and 10. . . . About 30 girls appeared on the side walk in front of the Metropolitan with bed rolls, perpared to spend the night to await the opening of the box office the next morning for the special showing of "A Hard Day's Night." Howard Skelton, manager, opened the doors and let them spend the night in the lobby under the protection of a police officer. When Skelton returned the following morning at 6:30 a.m., he was greeted by a mob of youngsters. When the doors opened at 8:30, they rushed in, with a total of 2,300 being in the seats when the film began. Police officers, ushers, and other theatre managers of local Interstate theatres were called in to handle the youngsters. . . . Marlene Dietrich will sing in a special benefit in the Music Hall on Sept. 23 for the Institute of International Education. . . . The film version of "Hamlet," stage production starring Richard Burton, will be shown at the Santa Rosa and Garden Oaks on Sept. 23 and 24.

JACKSONVILLE

Harvey Garland, film buyer for Florida State Theatres and president of the Childrens' Foundation, an agency of the Motion Picture Charity Club, presented a plaque to Miss Debbie Roettger, a blind student, for submitting the winning name for the new handicapped children's park in suburban Arlington. Miss Roettger named the park Sunny Acres and received the award at a formal service held at Sunny Acres on Aug. 8. Tom Sawyer, head of FST's home office advertising department and president of MPCC, presided at the presentation. Sunny Acres occupies a 10-acre tract of valuable land near Fort Caroline National Park where French Huguenots in 1563 established the first white settlement in North America. The Sunny Acres grounds were donated by Duval County, and the MPCC has equipped it with a clubhouse, car-parking area, special indoor and outdoor play facilities to meet the needs of handicapped children, restrooms, and kitchen and dining equipment. . . . Tim Choulot, assistant at FST's Edgewood, is serving as relief manager at the Howell, Palatka, while Alvin Hodge vacations. . . . Jack Kirby, executive with H. B. Meiselman Theatres in Charlotte, came in for a visit with his brother, Jim Kirby, film buyer for Floyd Theatres. . . . The first-run Grove, Lakeland, formerly booked by Herman Allen, is now being booked by the Tomlinson Co., in the Florida Theatre Bldg. . . . Dixie Drive-In Theatres have taken over booking duties for the Rimar Drive-In, Lockhart, formerly booked by C. H. Deaver. . . . The Trail, operated for many years by Claughton Theatres of Miami, has been acquired by Windsor Enterprises, Inc., under the management of Edelberto Carrera, company vice-president. . . . French Harvey, head of Florida State Theatres' concessions sales department, and Mrs. Harvey (Gwen) became proud grandparents for the first time when their daughter, Mrs. Robert Neal Emmons (Beverly), became the mother of Robert Neal Emmons, Jr., at Baptist Hospital. . . . French Harvey, Jr., graduated from Jacksonville University and began a term of active duty with the U. S. Navy after receiving his commission as an ensign. . . . Arthur Dwyer, formerly in charge of the Army and Air Force Booking Service, Atlanta, has resigned and moved to Dallas. His place has been taken by Gilpin Churchman. . . . John Meehan, former assistant at the Imperial, became a 20th-Fox trainee booker under the tutelage of Richard Lewis. . . . Local WOMPI delegates to the international WOMPI convention in September are Joyce Malmborg, Allied Artists, and Kitty Dowell, MGM, and alternate delegates are Mildred Land, United Artists, and Jackie Capps, MGM. . . . WOMPI officers completed the task of assembling a mammoth scrap book of WOMPI activities during the past year and forwarded it to St. Louis. . . . A WOMPI midnight benefit show at the downtown Imperial Theatre was pronounced a financial success by Kitty Dowell, MGM, WOMPI president. Assisting Mrs. Dowell and the Imperial staff in presenting the show were John Hart, international Co-WOMPI chairman; Edwina Ray, Florida State Theatres, WOMPI treasurer; and Claudia Fortwengler, FST. . . . Meiselman Theatres has acquired the Twenty-Second Avenue Drive-In, Miami, from Leon Task, who has operated it successfully for many years. This gives MT its first operating unit in the south Florida area. . . . Gordon Craddock, who maintained film distribution offices here and in Atlanta, has closed the local office, but Herman Allen of this city remains as the Craddock representative in Florida. . . . Al Hildreth, manager, downtown Empress, took over relief manager duties at the suburban San Marco Art when Mrs. Iva Lowe, San Marco manager, subbed for vacationing Edna Edwards, secretary to Robert Heekin, FST district supervisor. . . . Harry Moore, local FST relief manager for the past two years, has resigned. . . . The Sept. 23-24 booking of the Electronovision production of "Hamlet" has been scheduled for both the local Town and Country and the Cedar Hills.

MIAMI, FLA.

It is reported that Boris Petroff is about to shoot a film here called "Maid of the Ozarks," starring Judy Canova, the pride and joy of Jacksonville, Fla., and John Carradine. . . . The International Longshoreman's Association stated they will throw up a picket line at the Thunderbird Drive-In, Ft. Lauderdale, if "immoral movies" aren't stopped. Leerue McDuffie, president, said, "We're going to get that place straightened out." McDuffie, who is also a member of Ft. Lauderdale's biracial advisory board, continued, "if they don't change the type of movies they show in one week, I'll have my men picketing." Two groups already picketing the airer are the NAACP Youth Council and the Panther Du-righters. Circuit Judge Richard M. Sauls recently ruled it all right for such a group to picket providing they stay off private property. McDuffie stated that it would be different if it were a closed theatre, "but there the screen is in full view of children in the neighborhood." Bud Goss, assistant manager, commented, "It sounds like someone is trying to set themselves up as a censorship board. Our pictures are all passed by a New York censorship board and shown all over the country before they get here. Weldon Cook, drive-in owner, has filed court suit alleging the demonstrations have caused him a $2,000 loss of business, although Goss mentioned that "the pickets are driving customers away from the 50-cent side and they're coming into the $1 side." The Thunderbird is split by a wooden fence. McDuffie said the drive-in is segregated, but Goss said, "I personally let in at least a half dozen carloads of Negroes in the $1 side last night alone." At a Bi-Racial Advisory Board meeting yesterday, members agreed to ask the city to stop the showing of the type of pictures currently featured at the Thunderbird. . . . Actress Stephanie Powers made personal appearances in Broward County at the Ft. Lauderdale Cinema I and the Pompano Cinema in connection with the opening of the "The New Interns." . . . Vincent Hamelin was transferred to the Boca Raton from the Gateway. . . . The Pompano Cinema's 4th anniversary celebration was dedicated to the theatre's doormen, Loman Chaffee, Ralph Lown, and John Boehmler. . . . Walter Toemmes has been transferred from the 27th Avenue Drive-In to the Coral Way Drive-In. Walton Oakerson, upon his return from vacation, will be assigned to the 27th Avenue Drive-In as manager.

NEW HAVEN-HARTFORD

Loew's Theatres, Inc., shifted Steve Carr, assistant manager, State, Providence, R. I., to the Palace, Hartford, as manager, succeeding Lou Cohen, retired. . . . Hy Fine, home office executive, New England Theatres, Inc. (AB-PT), will be toastmaster-emcee at the Sept. 29 Statler Hilton testimonial dinner honoring Lou Cohen. . . . Milton Daly, formerly assistant manager, Warner, Worcester, Mass., has been shifted to the deluxe Strand, Hartford, in a similar capacity, succeeding Norman Chassy assigned to relief managerial work in Connecticut. Edward P. Lord Theatres has named Alex Shusta as assistant manager of the newly-reopened Palace, Norwich. Shusta is working with theatre manager Mrs. Edward P. Lord. . . . One of the largest single installations of pay-television has been arranged for the Hotel America, Hartford, newest unit in the Hotel Corporation of America chain. A total of 100 decoders have been placed in guest rooms by RKO General, owners of WHCT-TV, home base for America's first over-the-air subscription-tv experiment. . . . Paramount branch manager Henry Germaine reports that Joseph E. Levine's "The Carpetbaggers" has shattered both hard-top and drive-in attendance figures across the exchange territory, despite warm weather and attendant factors. The film opened in six New Haven theatres, day-and-date. . . . "Closing" attractions have been booked for Loew's Poli and Loew's Palace, Hartford, bringing an end to two downtown showplaces after half a century. The 250-seat Poli and the 1200-seat Palace, first-runs, opened Universal's "Marnie" on Aug. 19 and UA's "A Hard Day's Night," on Aug. 21, respectively. The two theatres, marked for demolishment in a $10 million luxury apartment-retail complex plan, will close evening of Aug. 31. It has not been determined whether Loew's Theatres, Inc., circuit owners, will operate the 800-seat theatre anticipated in the retail complex on the two-block site. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, operating seven hard-tops and two drive-ins in Connecticut, has established a management training program, designed to develop and encourage future theatre managers. The initial trainees —Ralph Daigle and John Klasavich—have been assigned to the Palace, New Britain, and Elm, West Hartford, respectively.

NEW ORLEANS

Paramount Gulf Theatres reopened the Saenger, Shreveport, La., after it had been dark for over a year. . . . Scot Lett, Howco International, Charlotte, was in seeking an outlet for territorial distribution of his product. . . . Stephen Abraham will reopen the Trace, Port Gibson, Miss., on Sept. 12 . . . Reserved seats went on sale at the RKO Orpheum for the Sept. 23-24 showings of "Hamlet" in Electronovision at $2.50 top . . . Connie Aufdemorte, after an absence of over a year, is back at Don Kay Enterprises exchange on a part time basis. . . . Don Kay, head, Don Kay Enterprises, was in Memphis and Atlanta. . . . R. L. Bostick, NTS vice president and southern district manager, was in conferring with manager Tom Neely, Sr. . . . Ben Bicknell, Paramount Gulf Theatres division manager, hied to Florida Gulf Coast, for a bit of fishing and relexation. . . . Helen Bila, WOMPI president, has named Blanche Gubler, Universal exchange to complete the term of Will Rogers Hospital committee chairman left vacant with the resignation of Paula Trumbach, Hodges Theatre Supply. . . . Jean Murtagh is new in the office of Exhibitors Cooperative Service. She replaces Lorraine Moss, resigned. . . . The local WOMPI are assisting with audience collections for the Will Rogers Hospital at Loew's State. . . . B. J. "Bob Dufour, manager, Dixie, Ruston, La., was declared winner of a nine-weeks gross drive conducted by United Theatres, Inc. for its managers. His top prize was a color tv set. Six managers qualified; and besides Dufour included Jack Dicharry, Carver; Sidney Cospelich, Clabon; Jack Schulman, Circle; and Ruby Conrad, Nola, all of New Orleans; and John Gibbons, Grand, Metairie. Special prizes went to Cospelich and Mrs. Ruby Conrad, Nola, the only woman to finish in the top six. C. Clare Woods, president, United, announced that another gross drive will start Aug. 30 and end Nov. 28. Managers will each receive a percentage of the gross over quota figures set for the period.

PHILADELPHIA

Dave Wax, Pearl, was the first prize winner of a $100 Savings Bond in American International Pictures' 10th anniversary sales drive in the territory, it was announced by Joe Quinlivan, branch manager. Second prize winner of a $50 savings bond was Stanley Smithers, Milgram Theatres; and third prize winner of a $25 savings bond was Bill Salmons, Comerford Theatres. Quindivan expressed the gratitude of exchange personel for help received from all AIP exhibitor friends in making the drive a success. . . . The annual Variety Club Tent 13 golf tournament and dinner dance will be held at Green Valley Country Club on Sept. 25. Leo B. Beresin is chairman; Jack Greenberg in charge of arrangements; and Al Davis, prizes. . . . United Artists moved from Vine Street to the Fox Building. . . . Claude J. Schlanger, president, Budco Quality Theatres, announced that Cinema 1, on Baltimore Pike, Springfield, Pa., will open on Sept. 23. New house has 900 seats. The Schlanger interests now number 22 conventional and outdoor theatres in Pennsylvania, New Jersey and Delaware.

PORTLAND

Fred Hodges, former manager, Cinema 21 and Fine Arts, is now managing the downtown Paramount here. Hodges replaces Larry Reimers. Ed Fessler is now executive man-

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ager of both Cinema 21 and Fine Arts. . . . A sell-out at four suburban houses and a drive-in marked the premiere here of the Beatles' "A Hard Day's Night." The picture opened at the Moreland, St. Johns, Roseway, Bob White, and Amphitheater Drive-In.

PROVIDENCE, R. I.

Loew's State and the Boro Drive-In shared first-run honors in presenting "The World of Henry Orient," while Stanley Warner's Majestic and the Cranston Drive-In premiered "The Unsinkable Molly Brown." In both instances, the first-run downtown Providence houses ran combination display advertisements with the owners in local newspapers. . . . Changing previously advertised announcements, the downtown Strand brought in "Ride The Wild Surf," following a most successful six-week engagement of "The Carpetbaggers," instead of "The Young Interns," which was due in next. . . . E. M. Loew's Prov.-Paw. Drive-In is now treating the kiddies at an all new playland, with all rides free to youngsters under 12. . . . The Pastime, Bristol, R. I., which has been shuttered for some time, recently opened and will operate on week-ends. Louis Evans, chief-operator at Lockwood & Gordon's Art Cinema, Providence, now closed for the summer, heads the booth at the Bristol house.

ST. LOUIS

Rube Jackter, vice-president and general sales manager of Columbia Pictures, visited St. Louis recently. He met with area exhibitors and discussed product for the balance of the year and the 40th anniversary sales and booking drive. Ben Marcus, division manager, and Ray McCafferty, branch manager, were the hosts at the meeting. . . . Approximately 300 delegates are expected to attend the Eleventh Annual Convention of the Women Of The Motion Picture Industry to be held at the Chase-Park Plaza Hotel in St. Louis Sept. 18-20. . . . James R. Gately passed away. He was a projectionist and member of Local 143 and had also served as business agent for Local F-1 Front Office Employees. . . . Joseph A. Simpkins, chief barker of St. Louis Variety Tent 4, has been appointed one of 11 special international representatives of Variety Clubs International. . . . Mid America Theatres has purchased Marlow's Drive-In, Herrin, Ill. The drive-in was renamed the Riviera. Earl Ritchey, Herrin, has been named manager. A new concessions building, electric in-car heaters, and other improvements have been announced. . . . Reinhardt Weseman has been appointed supervisor for the five drive-ins operated in southern Illinois by Mid America Theatres. Weseman will retain his position as manager, Bel Air Drive-In, Mitchell, Ill. . . . The St. Louis WOMPI have elected president Marge Collins, Allied Artists, and Gladys Shy, Paramount, as delegates to the annual international convention. Alternate delegates are Pauline Wrozier, Paramount, and Joyce Crowell, MGM. . . . Juvenile authorities of St. Louis County have uncovered the newest teenage problem—movie dropouts. On a recent Friday night, more than 25 teen-agers were stopped as they attempted to leave the Crest shortly after the movie began. Authorities explained that the teen-agers, mostly girls, weren't leaving because they didn't like the program. Captain H. C. Birmes of the county police explained the pattern like this: Parents would drop children off for the early show. The youngsters would purchase tickets and then leave shortly after entering the theatre. For the next few hours, the teen-agers would spend the time at drive-ins and drugstores or loitering on neighborhood lawns and streets in the vicinity of the theatre. . . . A series of art films has been announced by University College and the St. Louis Film Art Society of Washington University's adult education division.

SAN ANTONIO

A driving thunderstorm, backed by winds of hurricane force, tore through the city, killing electric power and causing thousands of dollars worth of damage. The San Pedro Drive-In had a 300 foot strip of metal fence torn off by the winds. Electric power failure caused an interruption of the showing at the Laurel for about 15 minutes. . . . Joe Martinez, operator, Ramirez, Cotulla, Tex., and Gilbert Evans, manager and owner, Carlos, Austin, Tex., were both recent visitors at the Independent Theatre Supply Co., operated by Russell Barron. Martinez reported that business has been very good in his area. Evans has reopened the Carlos and has instituted an adults only film policy. . . . A lone bandit held up Robin L. Baggett, cashier at the Kelly Drive-In. . . . Norman Schwartz, manager, Interstate's Aztec, was recently promoted to the rank of Lt. Colonel in the Army Reserve.

SEATTLE

Carl Handsaker, 20th-Fox branch manager, was on a business trip to Portland. . . . Allied Artists salesman Ken Snyder was also down in the Oregon area. . . . Sammy Siegel, Columbia publicist, will be in the city handling publicity on "The New Interns," opening Aug. 28 at the Paramount.

WASHINGTON, D. C.

Boxoffice Attractions, Inc., Washington, D. C., based regional independent distributor, has entered its third year on an optimistic note, announced Sheldon Tromberg, company president. Ed Flaks continues as the company's Baltimore representative; Doris Steffey is office manager; and Helen Leeth is bookkeeper.

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SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107

MOTION PICTURE
EXHIBITOR
THE SHOWMEN'S TRADE REVIEW

AUGUST 26, 1964
SECTION TWO
VOL. 72, NO. 7

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . ". Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS — DISTRIBUTED DURING THE PAST 12 MONTHS

6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 GUN HAWK, THE—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6406 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)
6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
6408 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
SECRET DOOR, THE—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
MASTER SPY—Steven Murray, June Thorburn—English
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
PARTY, THE—Carol Lynley
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
WHITE SAVAGE—(EC)—Janette Scott, Keiron Moore

AMERICAN INTERNATIONAL — DISTRIBUTED DURING THE PAST 12 MONTHS

A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
822 COMMANDO—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest

TO BE REVIEWED

CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
DIARY OF A BACHELOR—(S)—William Traylor, Dagne Crane
FEAR—Boris Karloff
GODZILLA VS THE THING—(EC)—Japanese-made
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear	A2	MGM
• Adventures Of Ali Baba, The ...		U
• Adventures Of Scaramouche ...		Emb.
Act One	A2	WB
Adorable Julie		For.
• Affair At The Villa Fiorita, The .		WB
• Agony And The Ecstasy, The ...		Fox
All The Way Home	A2	Par.
America, America	A3	WB
• Americanization of Emily, The .	B	MGM
• Amok		Fox
Any Number Can Win	A2	MGM
• Apache Uprising		Fox
• Ape Woman, The		Emb.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

• Aphrodite, Goddess Of Love		Emb.
• Art Of Love		U
Avenger, The		For.
Of Orgosolo	A2	For.

B

Bandits Of Orgosolo	A2	For.
Barbarian's The		For.
Bedtime Story	A3	UI
• Bear, The	A1	Emb
Behold A Pale Horse	A2	Col.
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
Bikini Beach	A3	A-I
Black Duke, The		For.
Black Like Me	A4	Misc.
Black Sabbath	B	AI
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow		AA
Blood On The Balcony		For.
Bomb In High Street		For.
Brass Bottle The	A1	U
Bridge On The River Kwai, The-RE	A1	Col.
Bridge To Glory		For.
• Buddha	A3	UA
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back in Town		U

C

Captain Newman, M.D.	A2	U
Cardinal, The	A3	Col.
Carpetbaggers, The	B	Par.
Cartouche	A3	Emb.
Castillian, The	A2	WB
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
Challenge To Love		For.
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	A1	Par.
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
• Conquered City		AI
Conjugal Bed, The	B	EMB
• Contempt	C	Emb.
• Crack In The World		Par.
Crawling Hand, The		Misc.
Crazy Desire	B	EMB
Crimson Blade, The	A1	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
• Diary Of A Bachelor		AI
• Dingaka		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Doulas, The Fingerman		For
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Doctor In Distress		For.
Dr. Strangelove	A4	Col.
Don't Tempt The Devil	A3	For.
Duel Of Champions		For.

E

• Earth Dies Screaming, The		Fox
Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• Emil And The Detectives		BV
Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
Erik, The Conqueror	A2	A-I
• Escape By Night	A2	AA
Escape From Hell Island		Misc.
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jones	A3	Fox

F

• Fall Safe	A2	Col.
Fall Of The Roman Empire	A1	Par.

LAST TOMB OF LIGEIA, The—(S; C)—Vincent Price
NAVAJO RUN—Johnny Seven, Virginia Vincent
OPERATION SNAFU—Sean Connery, Stanley Holloway
PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter
VOYAGE TO THE END OF THE UNIVERSE—(S)—Dennis Stephens

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

146 **FANTASIA**—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors

145 **INCREDIBLE JOURNEY, THE**—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation

153 **MISADVENTURES OF MERLIN JONES, THE**—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry

156 **MOON-SPINNERS, THE**—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry

148 **SWORD IN THE STONE, THE**—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart

151 **THREE LIVES OF THOMASINA, THE**—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England

154 **TIGER WALKS, A**—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

147 **20,000 LEAGUES UNDER THE SEA**—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad

64030 **BRIDGE ON THE RIVER KWAI, THE**—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story

64012 **CARDINAL, THE**—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts

64018 **CRIMSON BLADE, THE**—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made

64019 **DEVIL-SHIP PIRATES**—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made

64004 **DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB**—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth

65001 **GOOD NEIGHBOR SAM**—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry

64021 **HEY THERE, IT'S YOGI BEAR**—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barberra—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features

IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France

.714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential

64020 **LONG SHIPS, THE**—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64) Lavish and spectacular period adventure tale—European made

MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made

65002 **NEW INTERNS, THE**—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience

OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made

64017 **PSYCHE '59**—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal

64016 **QUICK GUN, THE**—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western

REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.

65003 **RIDE THE WILD SURF**—D-101m.—(Color)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans

RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad

SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England

64014 **STRAIT-JACKET**—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker

64015 **SWINGIN' MAIDEN, THE**—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made

006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work

64011 **UNDER THE YUM YUM TREE**—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy

64013 **VICTORS, THE**—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RISE OF GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason
SENILITA—Anthony Franciosa, Claudia Cardinale
SHIP OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes
WORLD WITHOUT SUN—Jacques Cousteau Documentary

EMBASSY

CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmondo, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)

CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 *(12-18-63)—Mediocre import—English-made*
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barray—French-made
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian
BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
DINGAKA—Stanley Baker, Juliet Prouse
HELLFIRE CLUB—Peter Cushing, Adrienne Corri
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
ONLY ONE NEW YORK—Documentary
SANTA CLAUS CONQUERS THE MARTIANS—Fantasy

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
416 **GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
431 **LOOKING FOR LOVE**—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant muscial boosted by appearances of guest stars
418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
MURDER MOST FOUL—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
412 **PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
425 **RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
419 **SEVEN FACES OF DR. LAO**—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
413 **SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior muscial fun entertainment
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Sept. **MGM'S BIG PARADE OF COMEDY**—Compilation
Oct. **YOUNG LOVERS, THE**—Peter Fonda, Sharon Huguney
Oct. **JOY HOUSE**—Jane Fonda, Alan Delon
Oct. **OF HUMAN BONDAGE**—Kim Novak, Laurence Harvey
Oct. **SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
MURDER AHOY—Margaret Rutherford, Lionel Jeffries—English-made
OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer
ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
• Fargo	A3	U
• Fate Is The Hunter		Fox
• Father Goose		U
• Favor, The		U
FBI Code 98	A1	WB
• Fear		A-I
• Ferry Cross The Mercey		UA
• Finest Hours, The		Col.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	A1	MGM
• Fluffy		U
For Those Who Think Young	A3	UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb

G

• Gallegher		BV
• Ghost At Noon		Emb.
Giant Monster, The		For.
• Girl Happy		MGM
Girl With Green Eyes	A4	For.
Given Word, The		For.
Glass Cage, The		Misc.
Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
• Godzilla Vs The Thing		AI
Gold For The Caesars	A2	MGM
Golden Arrow, The	A1	MGM
• Goldfinger		UA
Goliath And The Vampires	A2	A-I
Gone Are The Days	A2	Misc.
• Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
Grand Olympics, The		For.
• Graveside Story, The		A-I
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
• Guns At Batasi		Fox
• Guns Of August		U

H

• Hallelujah Trail, The		UA
Hard Day's Night, A	A1	UA
• Harvey Middleman, Fireman		Col.
Haunted Palace	A2	A-I
He Rides Tall	B	U
• Hellfire Club		Emb.
• Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	A1	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
• High Wind In Jamaica, A		Fox
Honeymoon Hotel	B	MGM
Hootenanny Hoot	A2	MGM
• Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
House Is Not A Home, A	B	Emb.
• How To Murder Your Wife		UA
How The West Was Won	A1	MGM
• Hush, Hush, Sweet Charlotte		Fox

I

I'D Rather Be Rich	A2	U
• I'll Take Sweden		UA
Incredible Journey, The	A1	BV
• In Harm's Way		Par.
In The French Style	A3	Col.
Incredible Mr. Limpet, The	A1	WB
Intimate Diary Of Artists' Models		Misc.
• Invitation To A Gunfighter		UA
Island Of The Blue Dolphins	A1	U
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

• John Goldfarb, Please Come Home		Fox
Johnny Cool	B	UA
• Joy House		MGM
• Joy In The Morning		MGM
• Judith		Par.

K

Killers, The	A3	U
Kings Of The Sun	A2	UA
• Kiss Me, Stupid		UA
• Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
• Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
Ladybug, Ladybug	A2	UA
Lady In A Cage	B	Par.
Lassie's Great Adventure	A1	Fox
• Last Man on Earth	A2	A-I
• Last Tomb Of Ligeia, The	A1	
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
• Lilith	A4	Col.
• Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The		U
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
Looking For Love	B	MGM
• Lord Jim		Col.
Lorna		Misc.
• Love Has Many Faces		Col.
• Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.
• Loved One, The		MGM

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
Mail Order Birde	A3	MGM
• Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marnie	A3	U
• Marriage-Italian Style		Emb.
• Mary Poppins		BV
Mary, Mary	A2	WB
Masque Of The Red Death	B	AI
• Master Spy	A1	AA
McHale's Navy	A1	U
• MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
• Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Mistress For The Summer, A	C	For.
Moon-Spinners, The	A1	BV
Move Over, Darling	A3	Fox
• Murder Ahoy		MGM
Murder Most Foul	A1	MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Son, The Hero	A1	UA

N

• Naked Brigade, The		U
• Naked Kiss, The	A3	AA
• Navajo Run		AI
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
New Kind Of Love, A	B	Par.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
• Night Train To Paris		Fox
• Night Walker, The		U
Night Watch, The		For.
Nightmare	A2	U
No, My Darling Daughter	A2	For.
• None But The Brave		WB
Nothing But The Best		For.

O

• Of Human Bondage	B	MGM
Of Love And Desire	B	Fox
Of Wayward Love	C	For.
Of Women and Pleasures		For.
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
One Potato, Two Potato		Misc.
• One Way Pendulum		UA
• Only One New York		Emb.
• Operation Crossbow		MGM
• Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
• Out-Of-Towners, The	A3	WB
• Outrage, The		MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint
YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif
YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson
YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons
ZEBRA IN THE KITCHEN—Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6319 **BECKET**—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6315 **CARPETBAGGERS, THE**—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6400 **FALL OF THE ROMAN EMPIRE, THE**—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
6311 **LADY IN A CAGE**—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6316 **LAW OF THE LAWLESS**—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made: dubbed in English
6314 **PARIS WHEN IT SIZZLES**—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
6322 **PATSY, THE**—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
6320 **RING OF TREASON**—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323 **ROBINSON CRUSOE ON MARS**—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry
6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
6324 **STAGE TO THUNDER ROCK**—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
6325 **WALK A TIGHTROPE**—MD-69m.—Dan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

COMING

CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis
IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
JUDITH—Sophia Loren, Peter Finch, Jack Hawkins
ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck
SYLVIA—Carroll Baker, George Maharis, Ann Southern
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
412 **CURSE OF THE LIVING CORPSE, THE**—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
404 **EYES OF ANNIE JONES, THE**—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
411 **HORROR OF PARTY BEACH, THE**—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
322 **LASSIE'S GREAT ADVENTURE**—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
403 **SHOCK TREATMENT**—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
408 **SOUTH PACIFIC**—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
402 **SURF PARTY**—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
405 **THIRD SECRET, THE**—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
415 **WHAT A WAY TO GO**—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
325 **YOUNG SWINGERS, THE**—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean
APACHE UPRISING—(C)—Audie Murphy
EARTH DIES SCREAMING, THE—Willard Parker, Virginia Field
ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English
HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten
JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov
NIGHT TRAIN TO PARIS—Leslie Neilson, Eric Pohlman
PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa
REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux
RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone
SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker
THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter
WITCHCRAFT—Lon Chaney
ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman

6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey

6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard

6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht

6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch

6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon

6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made

6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer

6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw

6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch

6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry

6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western

6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English

6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross

6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch

6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean

6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch

6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch

6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch

6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix

781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made

6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Sept. **WOMAN OF STRAW**—(C)—Gina Lollabrigida, Sean Connery
Sept. **BUDDHA**—(TR; C)—Japanese-made

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made
GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
HALLELUJAH TRAIL THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa
HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
SECRET INVASION, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment

6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry

6421 **BULLET FOR A BADMAN**—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program

6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama

6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made

6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad

6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show

6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made

6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made

6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches

6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made

I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names

6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade

6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story

LIVELY SET, THE—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders

6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy

6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama

6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing

6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made

6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half

6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kautmann—5166 (5-13-64)—Cute comedy for family trade

P

• Pajama Party		AI
Palm Springs Week-End	B	WB
Panic Button	A3	For.
Paris Pick-Up		Par.
• Party, The		AA
Paris When It Sizzles	A3	Par.
• Passionate Thief, The	A3	Emb.
Patsy, The	AI	Par.
Pink Panther	A3	UA
• Playboy		Col.
• Play It Cooler		Col.
• Pleasure Seekers, The		Fox
• Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomania		Misc.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.

R

• Racing Fever	B	AA
• Rage To Live, A		UA
Raiders, The	AI	U
Raiders Of Leyte Gulf, The	AI	For.
Reach For Glory		Col.
Red Lips		For.
• Reward, The		Fox
Rhino	AI	MGM
Ride The Wild Surf		Col.
Ring of Treason	A2	Par.
• Rio Conchos		Fox
• Rise Of Genghis Kahn, The		Col.
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	AI	Par.
• Rounders, The		MGM
• Roustabout	A2	Par.
Running Man, The	A3	Col.

S

Sadist, The		Misc.
• Samson And The Slave Queen ..	AI	A-I
• Sandokan, The Great		MGM
• Santa Claus Conquers The Martians		Emb.
• Satan Bug, The		UA
• Secret Door, The	A2	AA
• Secret Invasion, The	A2	UA
Seduced And Abandoned		For.
• Send Me No Flowers		U
• Senilita		Col.
Servant, The	A4	For.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The ...	AI	MGM
Seventh Dawn, The	B	UA
• Sex And The Single Girl	B	WB
• Shabby Tiger, The		UA
• Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	B	UA
Siege Of The Saxons	AI	Col.
• Signpost To Murder		MGM
Sin On The Beach		For.
• Sing And Swing	A2	U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The	AI	Par.
• Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
Station Six Sahara	B	AA
Stolen Hours	A2	UA
Stop Train 349	A2	AA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	AI	A-I
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	AI	Col.
Sword In The Stone	AI	BV
Sword Of El Cid, The		For.
• Sylvia		Par.

T

● Taggart		U
Take Her, She's Mine	A3	Fox
Tamahine	A3	MGM
Terror, The	A2	A-I
That Man From Rio	A2	For.
● These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina, The	AI	BV
3 Nuts In Search Of A Bolt		Misc.
● Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	AI	Col.
Third Of A Man	A2	UA
Third Secret, The	A3	Fox
● 36 Hours		MGM
● Those Calloways		BV
● Those Magnificent Men In Their Flying Machines		Fox
● Thousand Clowns, A		UA
● Three Stooges Meet The Gunslingers, The		Col.
Thunder Island	A2	Fox
Tiger Walks, A	AI	BV
● Tiko And The Shark		MGM
● Time Travelers, The		A-I
Tom Jones	A4	UA
Tomorrow At Ten		For.
● Topkapi		UA
Torpedo Bay	A3	AI
Touch Of Hell, A		For.
● Train, The		UA
● Traveling Lady, The		Col.
Troublemaker, The		Misc.
● Truth About Spring, The		U
20,000 Leagues Under The Sea-Re.	AI	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM
● Two On A Guillotine		WB

U

● Unearthly Stranger, The	AI	A-I
● Under Age	B	AI
Under The Yum Yum Tree	A4	Col.
Unsinkable Molly Brown, The	A2	MGM

V

● Vice And Virtue	B	MGM
Victors, The	A3	Col.
● Visit, The	A4	Fox
Viva Las Vegas	B	MGM
● Von Ryan's Express		Fox
● Voyage To The End Of The Universe		A-I

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Walls Of Hell, The	A2	Misc.
War Is Hell	A2	AA
● Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
Wheeler Dealers, The	A2	MGM
● Where Love Has Gone	A3	Par.
● White Savage		AA
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	AI	Par.
Wild And Wonderful	AI	U
● Witchcraft		Fox
● Women Of Straw	A3	UA
● Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA
● World Without Sun		Col.

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yanco		For.
Yank In Viet-nam, A	AI	AA
● Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
● Young Girls Of Good Family		Emb.
● Youngblood Hawke	A3	WB
Young And Willing	A4	U
● Young Cassidy		MGM
● Young Fury		Par.
Young Go Wild, The		For.
● Young Lovers, The	A3	MGM
Young Swingers, The	AI	Fox
● Your Cheatin' Heart		MGM

Z

● Zebra In The Kitchen		MGM
● Zorba, The Greek		Fox
Zulu	A3	Emb.

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FAVOR, THE—(C)—Rock Hudson, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
GUNS OF AUGUST—World War I Documentary
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NAKED BRIGADE, THE—Shirley Eaton, Ken Scott
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
SING AND SWING—David Hemmings, Joan Newell—English-made
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
35B AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
352 CASTILIAN, THE—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 DEAD RINGER—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
363 DISTANT TRUMPET, A—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)--Western has angles for boxoffice action
359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
360 MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 MARY, MARY—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
ROBIN AND THE 7 HOODS—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra,, Clint Walker
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV,-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLACK LIKE ME—D—107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental
BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on Integration for limited market—Hammer Bros.
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
STARK FEAR—MD-86m.—Beverly Garland, Skip Homler—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made In Philippines—Hemisphere
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary —American Film Dist.

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ADORABLE JULIA—C—94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BANDITS OF ORGOSOLO—D-98m.—Michele Cossu, Pepped du Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLACK DUKE, THE—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

BOMB IN THE HIGH STREET—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere

CHALLENGE TO LIVE—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho

DEVIL DOLL—D—80m.—Bryant Hallday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, 8ourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DOULOS THE FINGER MAN—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed In Ireland)—Lopert

GIVEN WORD, THE—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed In Brazil; English titles—Lio ex

GRAND OLYMPICS, THE—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Glrardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed In English—Royal Films Int.

MISTRESS FOR THE SUMMER, A—D-80m.—(Dyaliscope; EC)—Pascale Petlt, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films

NIGHT WATCH, THE—D—118m.—Mark Mlchael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion

NO, MY DARLING DAUGHTER—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.

NOTHING BUT THE BEST—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.

OF WAYWARD LOVE—COMP—91m.—Enrico Salerno, Catherine Spaak, Lllli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary

OF WOMEN AND PLEASURES—COMP.-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars In satisfactory import—French-made; Dubbed In English—Union

ORGANIZER, THE—D—126m.—Marcello Mastriolanna, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental

PANIC BUTTON—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made In The Philippines; spoken In English—Hemisphere

RED LIPS—D-90m.—Gabriele Ferzetti, Chrlstlne Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.

SERVANT, THE—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering Is unpleasant but fascinating—Landau Company—English-made

SEDUCED AND ABANDONED—CD—118m.—Saro Urzl, Stefania Sandrelli—5191 (7-22-64)—Good import—Italian-made; English titles—Continental

SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer—PRC

THAT MAN FROM RIO—C-114m.—(EC)—Jean-Paul Belmonde, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert

TOMORROW AT TEN—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor

TOUCH OF HELL, A—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films

WEEKEND—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.

YANCO—D-85m.—Ricardo Ancona,—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

YOUNG GO WILD, THE—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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. . . Drive-in theatre. Padded In 50's and punched (5½ x 9 in.). Per Pad .... .30

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. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

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. . . Drive-in theatres only. Large sheets (11 x 16 In.) Set of 13 sheets .... .55

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. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

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. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

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FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

Allied Artists

6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6406	Never Put It In Writing	
6407	The Naked Kiss	May
6408	The Thin Red Line	
6409	Stop Train 349	July
6410	Master Spy	July
	Escape By Night	Aug.
	Station Six Sahara	Aug.
	Racing Fever	Sept.
	Blood On The Arrow	Sept.

American-International

A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Oct.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April
A10	Conquered City	Sept.
A11	Operation SNAFU	Oct.
A12	Godozilla Vs The Thing	Aug.
	Diary Of A Bachelor	Sept.
	Pajama Party	Nov.
	Navajo Run	Nov.

Buena Vista

146	Fantasia—RE	Oct.
147	20,000 Leagues Under the Sea—RE	Oct.
145	The Incredible Journey	Nov.
148	Sword In The Stone	Dec.
151	Three Lives Of Thomasina	June
153	Misadventures Of Merlin Jones	
154	A Tigar Walks	
156	The Moon-Spinners	July
158	So Dear To My Heart—Re.	Oct.
157	Mary Poppins	Oct.

Columbia

64004	Dr. Strangelove	Jan.
64011	Under The Yum Yum Tree	Nov.
64012	The Cardinal	Dec.
64013	The Victors	Feb.
64014	Strait-Jacket	Jan.
64015	Swingin' Maiden	March
64016	The Quick Gun	April
64017	Psyche 59	April
64018	The Crimson Blade	May
64019	Devil Ship Pirates	May
64020	The Long Ships	June
64021	Hey There, It's Yogi Bear	June
64030	Bridge On The River Kwai—Reissue	May
65001	Good Neighbor Sam	July
65002	The New Interns	Aug.
65003	Ride The Wild Surf	Aug.
65004	Behold A Pale Horse	Sept.
65005	Fail Safe	Oct.
65006	Lilith	Sept.
65007	The Pumpkin Eater	Oct.
65008	The Finest Hours	Oct.
	World Without Sun	Nov.
	Traveling Lady	Nov.

Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
Three Penny Oprea	
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.
Hellfire Club	June
Fury Smuggler's Bay	June
Zulu	July
Crazy Desire	July
Contempt	July
Cartouche	July
A House Is Not A Home	Aug.
Adventures Of Scaramouche	Aug.
Only One New York	Aug.

MGM

355	Mutiny On The Bounty	
401	The Haunting	Sept.
402	The V.I.P.'s	Sept.
403	Murder At The Gallop	
404	The Wheeler Dealers	Nov.
406	Hootenanny Hoot	Aug.
408	Golden Arrow	May
409	Twilight Of Honor	Oct.
411	Gladiators Seven	Nov.
412	The Prize	Dec.
413	Sunday In New York	Feb.
414	Children Of The Damned	Jan.
416	A Global Affair	Jan.
417	Night Must Fall	May
418	Mail Order Bride	May
419	Seven Faces Of Dr. Lao	April
422	Kissin' Cousins	April
424	Tamahine	April
425	Rhino	May
426	Viva Las Vegas	June
427	Flipper's New Adventure	June
428	The Unsinkable Molly Brown	July
429	Gold For The Caesars	June
430	Night Of The Iguana	Aug.
431	Looking For Love	Aug.
432	Honeymoon Hotel	Aug.
455	How The West Was Won	June
501	MGM's Big Parade Of Comedy	Sept.
502	Quo Vadis—Reissue	Sept.
504	Of Human Bondage	Nov.
505	The Young Lovers	Oct.
506	Joy House	Nov.
507	The Outrage	Nov.
	Signpost To Murder	Oct.
	Your Cheatin' Heart	Nov.

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6311	Lady In A Cage	July
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	June
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
6320	Ring Of Treason	Aug.
6323	Robinson Crusoe On Mars	June
6324	Stage To Thunder Rock	June
6322	The Patsy	Aug.
6325	Walk A Tightrope	July
6400	The Fall Of The Roman Empire	
R6402	The Caddy—Reissue	Sept.
R6403	You're Never Too Young—Reissue	Sept.
6404	Where Love Has Gone	Oct.
6405	Roustabout	Nov.
6406	Disorderly Orderly	

20th-Fox

314	Please, Not Now	
318	The Longest Day	
319	Of Love and Desire	
320	Farewell To Arms—Reissue	
321	Cleopatra	
322	Lassie's Greatest Adventure	Sept.
323	Take Her, She's Mine	Nov.
324	Move Over Darling	Dec.
325	The Young Swingers	Sept.
326	Thunder Island	Oct.
401	Man In The Middle	Jan.
402	Surf Party	Jan.
403	Shock Treatment	Feb.
404	Eyes Of Anne Jones	Feb.
405	The Third Secret	March
406	The Hustler	April
	Cleopatra (Regular Release)	
407	Blue Denim	
408	South Pacific	
411	Horror Of Party Beach	April
412	Curse Of The Living Corpse	April
413	La Bonne Soupe	
414	The Longest Day	
415	What A Way To Go	June
416	The Visit	Aug.
417	Guns At Batasi	Sept.
419	Journey To The Center Of The Earth—Reissue	
420	Night Train To Paris	Sept.
421	Witchcraft	Sept.
422	Horror Of It All	Sept.
423	Fate Is The Hunter	Oct.
424	The Earth Dies Screaming	Oct.
425	Apache Rifles	Nov.
426	Rio Conchos	
427	Raiders From Beneath The City	
428	Goodbye Charlie	
429	John Goldfarb, Please Come Home	

United Artists

6401	It's A Mad, Mad, Mad, Mad World	
6402	Kings Of The Sun	Dec.
6403	Pink Panther	March
6404	The Ceremony	
6405	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6407	From Russia With Love	April
6408	Flight From Ashiya	
6409	The Best Man	May
6410	For Those Who Think Young	June
6411	World Of Henry Orient	June
6412	633 Squadron	July
6413	The 7th Dawn	July
6414	A Hard Day's Night	Aug.
6415	A Shot In The Dark	July
6416	Woman Of Straw	Sept.
6417	The Secret Invasion	
6418	Invitation To A Gunfighter	
6419	Topkapi	Oct.

Universal

6401	Charade	Jan.
6402	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil of Frankenstein	June
6415	Nightmare	June
	Wild And Wonderful	July
6417	Bedtime Story	July
6418	Marnie	Aug.
	Island Of Blue Dolphins, The	Aug.
6420	McHale's Navy	Sept.
6421	Bullet For A Badman	Sept.
6424	The Killers	Oct.
	Guns Of August	Sept.
	I'd Rather Be Rich	Oct.
	The Lively Set	Nov.
	Send Me No Flowers	Nov.

Warners

351	Wall Of Noise	Sept.
352	The Castilian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
363	Distant Trumpet	May
364	FBI Code-98	June
366	Ensign Pulver	July
	Robin And The 7 Hoods	July
	Kisses For My President	Oct.
	My Fair Lady	Oct.
	Youngblood Hawke	Nov.

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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 **consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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The A-MAN Corner

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Address all Correspondence to— **The A—MAN Corner** **Motion Picture Exhibitor 317 N. Broad St., Phila., Pa. 19107**

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MOTION PICTURE

EXHIBITOR

SEPTEMBER 2, 1964 Volume 72 Number 8

IN THREE SECTIONS • THIS IS SECTION ONE

Blind Bidding Plan To Distribs

(See Page 5)

Rowley Renews Conference Call

(See Page 11)

Sidney J. Cohen, New York Allied president, is one of the strongest supporters of the Will Rogers Hospital and O'Donnell Research Laboratories, Saranac Lake, N. Y., where he recently underwent tests to determine whether or not he is afflicated with emphysema.

BRAVE WORDS ARE NOT ENOUGH . . . *see editorial—page 4*

JOSEPH E. LEVINE'S

YESTERDAY,

5 MONTHS!

NEW YORK

(Festival and Loew's Tower East)

3 MONTHS!

LOS ANGELES

(Beverly Wilshire)

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Merriest
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ITALIAN
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MOTION PICTURE
EXHIBITOR
Plus...
SHOWMEN'S TRADE REVIEW

Volume 72 • No. 8 SEPTEMBER 2, 1964 OUR 46th YEAR

BRAVE WORDS ARE NOT ENOUGH

It is no secret that the things people say are often very far removed from the things they do. For example, one of the loudest objectors to censorship is the nation's press. They climb to a high moral plateau, assume a brave pose, and strike out verbally for freedom of expression.

Felix R. McNight, executive vice-president and editor of the Dallas Times Herald, recently addressed the 87th convention of the American Bar Association. He said:

"The shackles of censorship must be resisted by the nation's press, even though those who would oppose them would do so in an honest attempt to prevent violations of justice." Fine, brave, fighting words—and we couldn't agree more. McKnight was discussing press coverage of courtroom trials and other controversial events, and he said the responsibility for impartiality and fairness must be borne by the press itself and not imposed by outside forces.

Where is this great distaste for censorship and this high regard for self-regulation, however, when the newspapers are wearing a different hat and accepting motion picture advertising? Recently, as reported in MOTION PICTURE EXHIBITOR, one group of eastern newspapers refused to accept an illustrated advertisement on the film, "BLACK LIKE ME." What happened, Mr. McKnight to the press' healthy attitude toward controversial subjects?

The same newspapers also refused an ad on Universal's "MARNIE" which referred to the film as a *"suspenseful sex mystery."* How brave of the press to make believe the word *"sex"* doesn't exist—especially while headlines and news columns are full of sex and violence. Those stories sure do sell newspapers, don't they? And at the same time, the publication can be self-righteous and puritanical and say to readers, *"See how nice we are. We censored that nasty movie ad."* These are not isolated examples. The problem is widespread and serious.

It all seems to depend on who censors what. We are sure Mr. McKnight was sincere in his statements. We are sure his distaste for censorship and for outside pressure is genuine. We would only remind him and other newspaper executives that they are not alone in these sentiments. Theatremen too are fighting censorship on many fronts. They are willing to accept the responsibility for the good taste and fairness of their advertising. Unless the breach of decency and good taste is a flagrant one, newspapers would do better to respect the self-regulation within the motion picture industry and leave the censorship to others.

After all, the problems faced by newspapers in their desire to handle controversy fairly are not so different from the problems faced by the motion picture industry as it tries to grow up in a modern world.

HEY LOOK, I'M AN OSTRICH

Businessmen may not agree on everything, but they do agree on the necessity of proper advertising procedures. The problem is in deciding just which advertising techniques are best.

It is no secret that trade paper advertising, at least in the motion picture industry, is at its lowest ebb in history in all publications. Many executives seem to have the atitude that no advertising in the trade press is necessary as long as exhibition is faced with a shortage of product that forces them to to buy just about anything. We can't claim to be unprejudiced in this matter, of course, but it seems to us that it is simply unbusinesslike to ignore trade press advertising. Customers expect and are entitled to know what they are buying.

Across every exhibitor's desk flows a seemingly endless supply of "junk mail." When one considers the cost of a trade paper ad and compares this with the cost of mailing, addressing, printing, and handling the same ad to be sent to thousands of theatres, "junk mail" makes little sense.

If the gentlemen in their metropolitan ivory towers could spend a morning with an exhibitor as he goes through his mail, they would know what we mean. Inserts and sales pitches addressed to "Mr. Exhibitor" get little more than a cursory glance and a quick trip to the waste basket.

Add to these considerations the fact that exhibitors depend on their trade papers to keep abreast of what is going on in their industry, and the value of trade ads is obvious. How often it is referred to for reviews, running times, ratings, exploitation ideas, etc.

If advertising is to do its job, it must inform and educate as well as sell. Film customers want to know what they are buying, and the place they look for such information is their trade press. Nowhere else is it available unless the exhibitor makes a trip to the distributor.

Given a choice between a trade paper ad and a sales appeal via "junk mail," the sensible supplier will go where his message gets the most attention. To do otherwise is to imitate the ostrich with his head in the sand.

Come up for air, gentlemen.

NO ISSUE NEXT WEEK

MOTION PICTURE EXHIBITOR, as is its annual custom, will not publish next week to give a hard-working staff a well-earned vacation over the Labor Day week. But we'll be back with renewed vitality for the issue of Sept. 16.

End To Blind Bidding Mapped

Raleigh Citizens' Group Opposes Cable-TV Firm

RALEIGH, N. C.—Aroused by the threat of having to pay for television reception, a citizens committee filed a petition which will require a referendum on a recently granted cable television franchise. Signed by more than 4,500 residents, the petitions are intended to block further moves towards installation of cable antenna systems in Ralegh, and probably neighboring Durham as well. A city-wide vote will be taken either at a special voting or at the regular election in November.

The petitions were circulated and filed with Raleigh city authorities by the Raleigh Committee for Free TV, a group of citizens who believe the development of television in the Raleigh-Durham area would be adversely affected by a cable distribution system that limited some programs only to homes paying a monthly fee for the service.

The area is now served by two television channels, WTVD-TV, Durham, and WRAL-TV, Raleigh.

On July 31, the Raleigh City Council gave preliminary approval to an ordinance which would permit any cable company that so desired to offer a service. The ordinance simply set a $20 maximum fee for installation and a $6 monthly maximum subscribers fee, and specified that the fee could not be increased by more than five per cent a year without council permission.

The citizens group, led by David M. Crenshaw, Crenshaw's Television Company; James L. Stough, owner, Durham Music Co., Raleigh; Garland Hoke, Southeastern Radio; and Robert B. Corns, Corns Television Co., pointed out that cable television runs counter to the evolution of free television as planned by the Federal Communications Commission.

According to the citizens group, and judging by the response in signing petitions, which were circulated for only 20 days, a strong sentiment against any form of pay tv exists. Plans are now being pushed for a full campaign to inform voters before the November vote.

UDT Gives Up Grand Circus

DETROIT—The changing release pattern has finally dictated that United Detroit Theaters which has controlled the Grand Circus for decades, finally reach an amicable agreement with the landlord enabling the Nichols George Enterprises to take over the theatre.

This leaves UDT with three downtown first-run outlets. Replacing the Grand Circus will be added properties in new population centers "to augment its present holdings of deluxe neighborhood theatres." UDT president Woodrow R. Praught said "We will pursue, more aggressively than ever, the policy of promotion downtown as the showcase for exclusive first-run quality motion pictures, and in our remaining downtown theatres we have three of the finest in the country with which to spearhead such a promotion. We will cooperate fully with the new operators of the Grand Circus as well as other downtown exhibitors, to promote the present and future health of the theatre business in the center of the city.

SW Seeks Permission To Acquire Three Houses

NEW YORK—Federal Judge Edmund L. Palmiere has been petitioned by Stanley Warner for permission to acquire three conventional theatres.

They are a 1,000 seater at Leeksburg Pike, Va.; a 1,200 seater at Santiago, Cal.; and a 1,200 seater at Danbury, Conn.

Stanley Warner has no operation in the Virginia and California locations, and would release the Empire, Danbury, or convert it to other uses if permission for the enterprise there is granted.

Hearings on the petions will be held later.

UA First-Half Earnings Top Any Previous Year

NEW YORK—Chairman Robert S. Benjamin and president Arthur B. Krim announced that net earnings of United Artists Corporation for the first half of 1964 were $4,509,000 after provision for income taxes of $3,928,000, compared with net earnings of $802,000 for the first half of 1963.

The net earnings for the first half of 1964 were not only higher than those for any prior similar period but also exceeded the net earnings for any previous entire year in the company's history.

The record first-half net represents earnings of $2.36 for each of the 1,914,450 shares outstanding on June 27, 1964. This compares with net earnings of 42 cents per share for the first half of 1963, after adjusting the shares then outstanding to the number outstanding on June 27, 1964.

General Cinema Dividend

BOSTON—The board of directors of General Cinema Corporation (ASE) has declared its 17th consecutive regular 12½ cent quarterly dividend since becoming a public company in June, 1960, payable Sept. 4 to shareholders of record on Aug. 21, Richard A. Smith, president, announced.

In addition, a 10 percent stock dividend was declared payable Oct. 30 to shareholders of record on Sept. 16. Fractional shares will be settled in cash at the closing price Sept. 10.

Letter From Youngstein

Once more, you have jeopardized the entire circulation of your magazine by putting my picture on the front cover. I was certain you made a mistake and thought you were pasting my picture on a roll of Scott's Tissue. I have 12 copies of the cover pasted on my wall. Let's face it, Jay, I am one of the most attractive men I have ever met and and your pure lack of intelligence and sheer guts in putting my picture on the cover merely confirms it. Look forward to seeing you soon.

EDITOR'S NOTE: Modest, is he not?

Leaders Of Allied, TOA Submit Plan To Distribs; Progress Has Been Made Toward Exhibitor Unity

OCEAN CITY, MD.—It was revealed by John H. Stembler, board chairman of TOA, at the Maryland Theatre Owners Association convention here that Theatre Owners of America and Allied States Association of Motion Picture Exhibitors have joined in submitting to the distributors a plan designed to solve the blind selling problem.

According to Stembler, the plan provides that "no distributor will ask for bids on any picture which has not been given a trade screening, and no distributor will ask for bids on any picture for a holiday run prior to 90 days of playdate."

Stembler said that the plan was felt to be "fair to all" and to offer "equitable opportunities for both sides to operate in each other's best interests." He told the convention, "We are now awaiting an answer from distribution."

The groundwork for the plan was said to have been laid by John Rowley, TOA, and Jack Armstrong, Allied States, in the campaign of the two national exhibitor organizations to eliminate the practice of blind bidding.

In reporting on Allied-TOA talks on the creation of an all-inclusive national trade organization, Stembler said the two exhibitor groups "feel progress has been made."

Stembler asserted that "business generally has been very good in most areas of the country, but we still need an orderly flow of good quality product. "Somehow," he said, "we just cannot seem to get our message over to the producers that we must have a steady supply—not bunched."

The TOA Maryland unit has appointed three new directors, Glenn Norris, Dave Ginsburg and Ed Rosenfeld.

NGC In CATV Meet

CHICAGO—Managers of Community Antenna Television Systems held a general meeting here presided over by Irving H. Levin, NGC executive vice-president.

Participating in the sessions were Richard B. Graff, assistant to the executive vice-president; Albert Jaeqer, administrative executive, and Les Bowman, director of technical operations—all from the home-office in Beverly Hills, Calif.

In attendance were Robert Jernigan, district manager of all CATV operations, and Vern Coolidge, chief engineer, both of Hattiesburgh, Miss. From Williamsport Cable Co., Williamsport, Pa., were John Roskowski, manager, and Warren Maus. From National CATV Systems, Inc., Logan, W. Va., was James Vickers. From Southern CATV Systems was Dan Boyd, Dale Criswell, and Robert R. Lee.

Complacency Is Mother Of Disaster, Levine Tells New England Showmen

PLYMOUTH, MASS.—"Complacency is the mother of disaster," Joseph E. Levine, president of Embassy Pictures, warned motion picture exhibitors.

Addressing the annual convention of the Theatre Owners of New England, at the Mayflower Hotel here, Levine called for "aggressive merchandising." In propounding the active exercising of Showmanship, the showman emphasized the importance of "grassroots" selling.

Levine declared, "At a recent trade press conference for the campaign on 'Where Love Has Gone,' I said there was only one place to sell, and that was at the local level, and there was only one way to sell—the Hard Sell!

"Never was it more important to sell at the grass roots. Portland, Oregon, is as much grass roots as Portland, Maine, and Salem, Massachusetts, is as much grass roots as Salem, Oregon. Everything starts and finishes at the grass roots. Because it is here, at the grass roots, where you feel product acceptance or product rejection."

Noting that exhibitors were "the doers and the thinkers," Levine pointed out the "big job" they faced in looking after the motion picture entertainment of their wide audiences.

"We in production and distribution give you the production and over-all planning," Levine told the assembled exhibitors. "It is then up to you to implement or integrate our plans with your local needs."

"There is no one to regulate your speed, only your ability to get things done," Levine went on. "Aggressive merchandising isn't a one-way street. No one has a corner on enterprise or resourcefulness."

In exemplifying exhibitor enterprise, Levine recalled that New England gave birth to saturation bookings, setting a national pattern.

"If we are showmen," Levine continued, "then we must act like showmen and make noises like showmen. The competition for today's disposable dollar cries for this kind of showmanship. It isn't enough to change a few stills, change the marquee, and insert an ordinary ad.

"You talk about a picture's 'ingredients' or 'box-office chemistry.' But, that's the picture. What about the ingredient that you add—the merchandising ingredient. Don't sell it short!

"There are some prophets of doom who will say, 'nothing helps.' To those people I say they're 'nothing people!' There is an audience for every motion picture. And if they don't come to you it's because you didn't go to them with your story."

Levine asserted that the motion picture industry must address itself to the imponderables that constitute the "giant persuader" in swaying the free choice of the public. Half the battle will be won, he said, if guide lines are determined for selling pictures and if they are presented to the public frequently enough and in diverse ways.

"One thing is certain," Levine declared. "Complacency is the mother of disaster. Don't just stand there. Don't just sit there. Gear yourselves for the bright and exciting future."

For Embassy Pictures, Levine noted that his new co-production agreement with Paramount Pictures guaranteed both quality and quantity. He pointed to the recent signing of Peter O'Toole to play the title role in "Will Adams," with a screenplay by Dalton Trumbo, as an indication of the quality and box-office ingredients that could be expected.

Ben Sack, left, owner, Sack Theatres in Boston, with Ed Calinan, drama editor, Sunday Advertiser and Ralph Taeger, co-star in Embassy's "A House Is Not A Home," who was in Boston for a press luncheon interview for the premiere at the Beacon Hill Theatre.

Embassy's literary-property development, through the $200,000 Novel Award Program, with G. P. Putnam's Sons, McCall magazine, and Fawcett Publications, was another indication of how Embassy viewed the future, Levine added.

"This is a dynamic business, but it takes dynamic people to make it operate," Levine said in conclusion, "accept each day as a challenge and accept each challenge as a mark of progress."

Harling Continues Fight Against Pay-TV Projects

Philip Harling, Joint Committee Against Pay-TV, reviewed the pay-tv situation as it exists today for delegates.

"If the battle over pay-tv were to be waged on the basis of the selfish interest of motion picture exhibitors or national broadcasters, toll-tv would in fact be inevitable. The reason that pay-tv is not inevitable because it is in direct conflict with the interest of the American people. The public has been quick to grasp the underlying economic fact that pay-tv is preparing to seize from them a portion of the television spectrum which is a great natural resource and to sell it back at a high price," Harling said.

"It is incumbent upon every exhibitor who wants to stay in business," Harling concluded, "to support the activities of the Joint Committee Against Pay-TV, as well as the controversy which is now raging in California, and which will be determined on Nov. 3. The ballot box will be open to the people there and they will have to vote "YES" to repeal a law which was disguised as a revenue measure. If we lose, one company can take over all of the pay-tv entertainment in that state. If Nov. 3 turns out to be a defeat, this will be felt in every town and hamlet wherever there is a theatre.

"Have faith in our opposition to pay-tv. We have been at it for almost 12 years, but the task is yet so great that it will require continuing financial and moral help of every person who owns a single theatre or a circuit of theatres."

Pay-TV Only For Rich, Calif. Opponents Charge

LOS ANGELES—King size telephone company charges for installing and maintaining lines of subscription television in Los Angeles point up the financial burden pay-tv puts on the public, Don Belding, state chairman, Citizens' Committee for Free-TV, charged.

The committee is seeking a "Yes" vote on Proposition 15, the initiative to preserve free-tv in the home.

"Under contracts between the telephone company and pay-tv for the three-square mile initial installation area, the phone company will be paid $273,000 a year for basic services," Belding said. "This is about $68 for each of the 4,000 homes which pay-tv officials claim have subscribed for pay-tv," he added.

"In addition, Pacific Telephone will collect a $35 installation charge per set, plus a service charge of $6 per year per set.

"Subscription television has been required to put up a deposit of $679,400 cash to reimburse the telephone company in the event pay-tv lines must be removed.

"The president of Subscription Television has estimated that the average family, within 10 years, will spend $1,000 a year for pay-tv programming," Belding said.

"It can be seen that if pay-tv's goal of wiring more than one million California homes is achieved, the public will be paying on the basis of these rate schedules some $74 million a year in telephone charges alone. This amounts to about $74 for each home. Add program costs, operating expenses, and profits on top of the phone bill and you see why only the wealthy neighborhoods are being wired for pay-tv," Belding said.

"The best free-tv programs will be siphoned off by pay-tv, depriving millions of Californians of their existing programs," Belding concluded.

Loew's Ups Meyers

ST. LOUIS — Bernard Diamond, general manager of Loew's Theatres, has announced the appointment of Donald Stewart Meyers as manager of Loew's Mid-City here. He will succeed Rein Rabakukk, who has resigned.

Golden Named To Aid Sunshine Coach Project

WASHINGTON—Variety Clubs International Chief Barker James Carreras has announced the appointment of Nathan D. Golden, attorney of Washington, D. C., to serve on the Foundations and Trusts Committee headed by Edwin Tobolowsky, industry attorney of Dallas.

This committee will present the Sunshine Coach program for children to every foundation and trust throughout the United States for funds to make possible additional Sunshine Coaches to cover the highways throughout the United States, Mexico, and Canada—providing assistive programs for needy children in the rural as well as the urban areas.

Golden is a past chief barker of Variety Club of Washington, D. C., Tent 11; he served for many years as chairman of the Variety Clubs International heart committee; and recently retired as the head of the motion picture department of the U. S. Department of Commerce to head his own law firm in Washington.

Distribs To Provide Advance Look At New Films For Allied Delegates

DETROIT — Exhibitors attending the National Allied convention in Detroit in October will be feted by all of the major film companies and will be given an advance peek at the pictures now in production which will be available for their screens in 1965, convention chairman William M. Wetsman has revealed.

The film companies will host a gala reception and dinner party for convention delegates on Tuesday evening, Oct. 20, in the Grand Ballroom of the Sheraton-Cadillac Hotel. Following dinner, major productions not scheduled for general release until 1965 will be screened.

The Wednesday morning convention session will be held in the United Artists Theatre where each of the film companies will show production reels and rushes of 1965 releases in production. This session is certain to prove not only extremely interesting but also definitely advantageous to the attending exhibitors who will thus be thoroughly briefed on the type, quality, and specific product which will be available during the first half of 1965.

The film companies participating in the National Allied convention are Allied Artists, Buena Vista, Columbia, Metro - Goldwyn - Mayer, Paramount, 20th-Fox, United Artists, Universal, and Warner Brothers.

They will be represented at the National Allied convention by general sales managers and other top executives.

"Promise To The Ladies"

Milton H. London, executive director of National Allied, has waxed lyrical and delivered himself of an opus entitled "Promise to the Ladies!" As to the three-page document, which could be set to music, London has a delicately-worded footnote in which he urges Allied members receiving the information to be sure it is placed in the hands of "The Lady In Your Life," concerning the 35th annual convention.

The goodies listed for distaff side include a luncheon at the Roostertail. This is a palatial glass-enclosed supper club built on the Detroit River overlooking the water where Gold Cup Races are held. It was built and is owned by boating enthusiasts, the Schoenith family, and named after the wake and plume created by racing power boats. There will also be entertainment, prizes, and a fashion show.

When this is over, they will be taken on a tour of the Fisher Theatre, deemed the most beautiful in the world. (Denied to men is its famous powder room, which we are told boasts of crystal chandeliers, marble wash basins, and gold-plated plumbing.)

While the house will not be lighted at the time, the conventionettes will have the unusual opportunity to watch a rehearsal of "To Have a Ball," the new Buddy Hacket musical comedy which opens its pre-Broadway run here after the convention closes.

American-International Pictures will mount "a program of fun and entertainment by show world personalities" at a celebrity luncheon in the Grand Ballroom of the Sheraton Cadillac.

After luncheon, Mrs. Mary Davis Gillies, senior editor of McCall's Magazine and author of four books on home decorating, will talk to the ladies. (As an added fillip, those who have questions to ask will have them answered from the podium if they are submitted in writing prior to Oct. 1.)

A third mid-day event will be a catered luncheon on the estate and wondrous gardens of "Fairlane." This fabulous site was the home of the late Mr. and Mrs. Henry Ford.

A fleet of air-conditioned buses will transport the group to Greenfield Village, a 260-acre Ford endowment and one of the top tourist attractions in the land. On it are museums, reproductions of entire villages, and the actual Menlo Park laboratory of Thomas Alva Edison, brought piece by piece to Greenfield and put together again. There are also the original bicycle shop, where the Wright brothers constructed their first airplane, and the original old frontier courthouse, where Abraham Lincoln practiced law.

In addition, of course, the ladies will participate in the fun programs for the men.

The Barkerettes of Variety Club of Detroit, Tent 5, assisted by the ladies of the Greater Detroit Motion Picture Council, will act as hostesses.

Hunt Heads DeLuxe Labs

NEW YORK — The appointment of G. Carleton Hunt as president of Deluxe Laboratories, Inc., was announced by Seymour Poe, executive vice-president of 20th Century-Fox Film Corp., the parent organization. Hunt fills the position previously held by Herbert Bragg who, Poe revealed, had requested to be relieved of his duties because of a prolonged illness.

During the past two years, Hunt has been president of the Glen Glenn Sound Co., the largest sound studio on the west coast. For the nine years previous, he was president of General Film Laboratories, which he founded in 1953, and chairman of the board of Pacific Industries, the parent company.

Fogelson To SW Board

NEW YORK—S. H. Fabian, president of Stanley Warner Corporation, announced the election of David Fogelson as a director to fill the vacancy caused by the death of Harry M. Kalmine.

"Hamlet" In Five N. Y. Spots

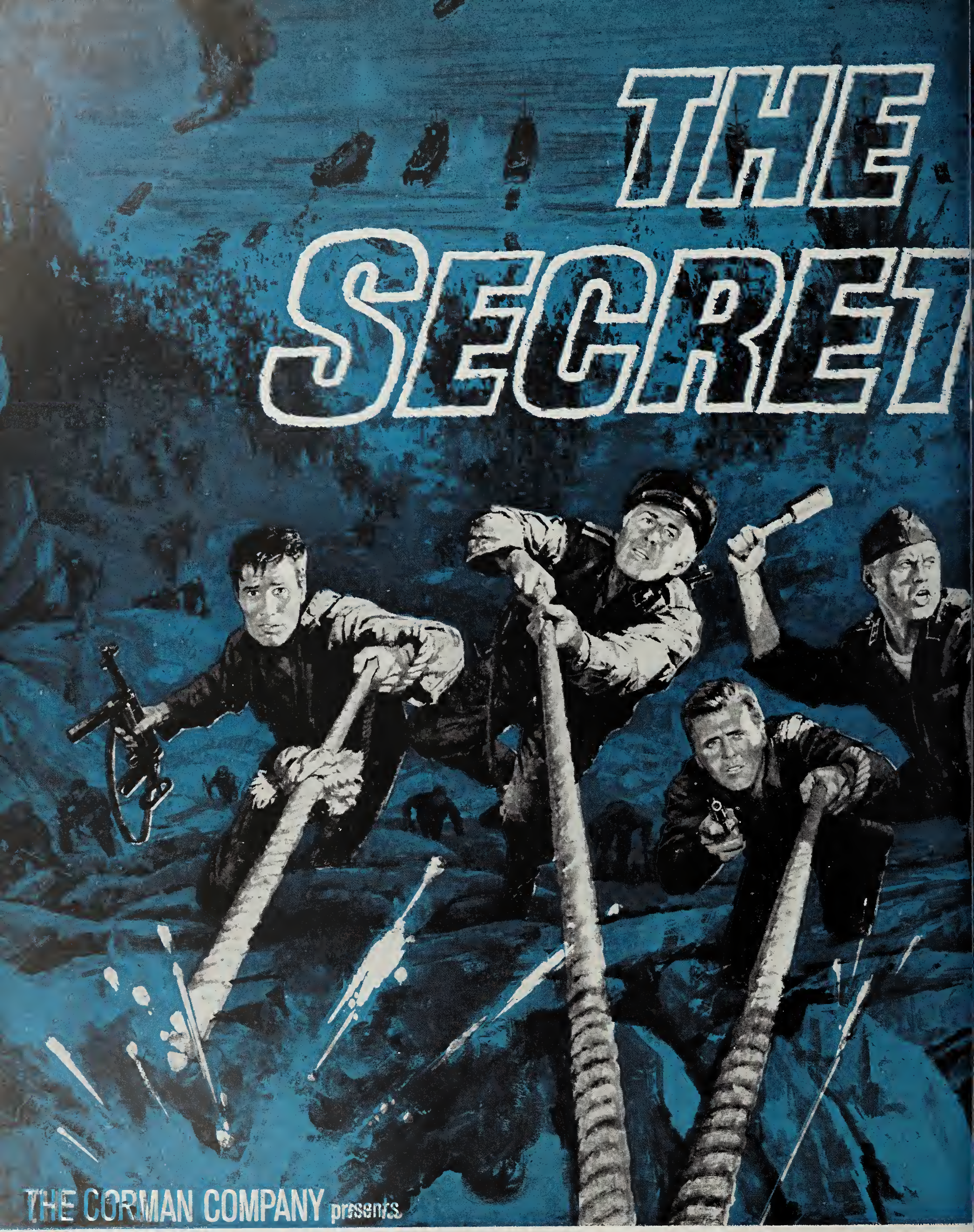
NEW YORK—Five Manhattan theatres—the Rivoli and RKO Palace on Broadway, the RKO 58th Street, the Skouras Academy, and the RKO 23rd Street—will present Richard Burton's "Hamlet" for four performances only on Sept. 23 and 24 in the revolutionary new process of Electronovision Theatrofilm.

Tickets for the Warner Bros. presentation are now on sale at the theatres, priced at $1.50 for matinees and $2.50 for evening performances. Seats are not reserved, but the number of tickets sold for each performance will not exceed the capacity of the theatre, thereby guaranteeing a seat to each ticket holder.

Embassy Pix To Chi TV

NEW YORK—Embassy Pictures Corp. announced the sale of a major group of feature films to WBKB, Chicago, totaling almost $1,000,000.

OUTCASTS—
from all corners
of the world...
THE MAD MAJOR
THE MASTER CRIMINAL
THE DEMOLITION DEMON
THE FORGER
THE ASSASSIN
YET—
ALL BECAME HEROES
WHEN THEY
LAUNCHED...



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HENRY **SILVA** as Durrell in **"THE SECRET INVASION"**

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THRU
UA

Zanuck Reports Half-Year Earnings Showings Continued 20th-Fox Surge

NEW YORK—Darryl F. Zanuck, 20th Century-Fox president, reported that the company showed net earnings for the second quarter ended June 27, 1964, of $3,395,000, or $1.26 a share, which brings the net earnings for the first half up to $4,931,000, or $1.83 a share.

The comparable periods for 1963, Zanuck added, were $2,468,000 or 91 cents a share. "Because of the availability of a previous loss carried forward into 1963 into the first and second quarters of 1964," the 20th-Fox statement read, "provision for a federal income tax is not required."

Revenues for film rentals in the first half of 1964 totalled $44,891,000, compared to $45,667,000 in the first half of 1963.

The total film revenues for the first half of 1964 break down to $35,588,000 for features and shorts, compared to $32,080,000 for the first half of 1963.

Features licensed for tv in the first half of 1964 amounted to $8,220,000, compared to $11,031,000 for the same period in 1963, while film series produced especially for television earned $1,083,000 in the first half of 1964 and $2,556,000 in the first half of 1963.

Miscellaneous income, including the film processing library, was $1,129,000 for the first half of 1964 and $2,193,000 in the first half of 1963.

Dividends, interest, and oil royalities accounted for $894,000 in 1964's first half, compared to $1,333,000 for the comparable 1963 period.

Amortization of film costs in the first six months of 1964 amounted to $30,047,000 against $29,669,000 in the first half of 1963. In the 1964 period, there was no expense in connection with studio facilities, whereas in the same period of 1963, the expenses of maintaining idle studio facilities amounted to $2,144,000.

In the first half of 1964, selling, general and administration expenses accounted for $9,673,000, down from the $10,122,000 of the first half of 1963. Depreciation and amortization of fixed assets too were down to $251,000 against $263,000.

WOMPI To St. Louis

ST. LOUIS—Members of 17 local WOMPI clubs will assemble here Sept. 18-20, at the Chase Park-Plaza Hotel, for the 11th annual convention of the Women of the Motion Picture Industry International. A large registration is expected. The program planning and social activities are under the direction of Miss Grace Engelhard and Miss Marcella Devinney, St. Louis, co-chairmen of the convention committee.

Miss Mary Heueison, Kansas City, president of the International, will preside. New WOMPI clubs to be welcomed at their first convention will be Chicago, chartered earlier this year, and Cleveland, chartered in 1963. Climaxing the convention will be the installation banquet Saturday night, at which the officers elected for the coming year will be installed. Also, a check for $2,000 will be presented to the Will Rogers Memorial Hospital and O'Donnell Research Laboratories for the sponsorship of the WOMPI room at the hospital, which is an annual international project of WOMPI.

DeHavilland For Crawford In 20th-Fox's "Hush"

HOLLYWOOD—Olivia De Havilland will replace Joan Crawford as Bette Davis' co-star for The Associates and Aldrich Company—20th Century-Fox "Hush . . . Hush, Sweet Charlotte." it was revealed from Paris by Producer-director Robert Aldrich.

The decision to replace Miss Crawford, who is still in Cedars of Lebanon Hospital recovering from a recurrence of virus pneumonia, was based on a report that the actress would not be able to resume regular work schedules for some time. "Hush . . . Hush, Sweet Charlotte," which also stars Joseph Cotten and Agnes Moorehead, was shut down July 29 for the second time due to the illness of Miss Crawford.

Speaking of Miss Crawford's replacement in "Hush . . . Hush, Sweet Charlotte," producer-director Aldrich said, "We feel a great sense of sorrow at not being able to complete our picture with Joan."

"The Playground" Shooting As All-Boston Feature

BOSTON—First feature art film to be shot entirely in Boston, "The Playground," is in a six weeks shooting schedule in its Berkeley st. studio and on location in over 20 sites throughout greater Hub. This first all Boston picture, produced and directed by Richard Hilliard, Brookline, Mass., through General Films, Inc., is employing, with few exceptions, Boston personnel in both acting and technical capacities. The film will be ready for national distribution in early 1965.

Hilliard says he's typical of the small group of young producers who have established their reputation in the film field through production of low budget films. "The title of the picture," he said, "specifically refers to children, because adults can learn so much from them. Children enjoy themselves. They do not fear death, and they live for today. It is only adults who are anxious about tomorrow."

Hilliard contends that there are about 20,000 film theatres in the U. S., and that, of those, "almost 1,000 are patronized regularly by audiences who demand entertainment with something to say. They want stories with originality and integrity, and it is these art film audiences at whom 'The Playground' is aimed. The film takes advantage of the many advances made recently in film technique. It alternates scenes of comedy and pathos, of farce and romance."

Coe Joins Youngstein

NEW YORK—Producer-director Fred Coe has joined Max E. Youngstein and David Karr as a partner in Max E. Youngstein Productions.

Coe will produce, direct, and write motion pictures and television projects being prepared exclusively for Columbia Pictures and Screen Gems release. He will also participate in the development and production of thatrical properties for the Youngstein group.

ABC-TV Exploitation Idea Borrowed From Movies

NEW YORK—Taking a showmanship leaf from the motion picture industry, ABC-TV has sent into the field a group of exploitation experts to assist its affiliates in setting up the promotional campaigns for the new season. Such use of a highly trained field force is a first in network promotion procedures.

Seven field men, all with motion picture ballyhoo experience, will cover the top 30 markets in the nation. Their function is to create exploitation ideas, follow through on putting them into work, effect local tie-ups with major merchandising outlets, create novel and eye-arresting stunts, and in general to put the showmanship touches to local campaigns.

The seven men are Leo Zabelin, Keith Bratton, Howard Pettingill, Marion Plessner, Norman Lamb, Henry Spiegel, and Larry Schneider. They will cover Minneapolis, Milwaukee, Chicago, Grand Rapids, Indianapolis, Cincinnati, Columbus, Dayton, Ft. Wayne, South Wayne, South Bend, Dallas, Houston, New Orleans, Oklahoma City, Tulsa, St. Louis, Kansas City, Omaha, Des Moines, Cedar Rapids, Louisville, Atlanta, Nashville, Chattanooga, Memphis, Orlando, Miami, Birmingham, Detroit, Cleveland, Toledo, Flint, Akron, Albany, Buffalo, Rochester, Syracuse, and Pittsburg.

ABC-TV's year 'round exploitation department, consisting of Sid Mesibox and Leo Pillot on the east coast and Jerry Zigmond on the west coast, will cover the major cities in those areas.

New Academy Committees

HOLLYWOOD — Three additional special committees of the Academy of Motion Picture Arts and Sciences have been named by Arthur Freed, president, bringing to 16 the number of groups organized to date.

They are foreign language film award committee—Roy C. Metzler, chairman; Louis Blaine, Macdonald Carey, George W. Duning, Rudi A. Fehr, Ely Levy, Luigi Luraschi, Don Prince, Carl Schaefer, Edward Schellhorn, Geoffrey M. Shurlack, Harry Tytle, Robert M. W. Vogel.

Scientific or technical awards committee—Gordon E. Sawyer, chairman; John O. Aalberg, Walter Beyer, Daniel J. Bloomberg, Merle Chamberlin, Farciot Edouart, Ferdinand L. Eich, Glenn Farr, Jack P. Foreman, Alexander Golitzen, Roland Gross, George R. Groves, Sol Halprin, Wilton R. Holm, Willian Hornbeck, G. Carleton Hunt, Ub Iwerks, Emile Kuri, Hal Millar, Hal Mohr, James C. Pratt, Charles Rice, Norwood L. Simmons, Sidney P. Solow, Charles Sutter, Byron Vreeland, Waldon O. Watson, William L. Widmayer.

Sound branch executive committee—Waldon O. Watson, chairman; John O. Aalberg, Robert O. Cook, James P. Corcoran, George Dutton, George R. Groves, Fred Hynes, Franklin E. Milton, Charles Rice, Gordon E. Sawyer.

New Col. Pact For Rossen

NEW YORK—Producer-director Robert Rossen, whose production of "Lilith" has been selected for showing at the New York Film Festival this fall, has been signed to a new two-film deal with Columbia Pictures it was announced by M. J. Frankovich.

Rossen's new pact is in addition to his current Columbia project, which has been tentatively titled "Cocoa Beach."

Rowley's All-Industry Conference No One-Shot Deal Exhibitors Told

PLYMOUTH, MASS.—John M. Rowley's proposal for an all-industry conference is not visualized as a one-shot deal, the president of Theatre Owners of America said here.

Speaking at the annual convention of Theatre Owners of New England at the Mayflower Hotel, Rowley said he saw the project as an established vehicle, a sort of national board which would meet at least four times a year, and more frequently if necessary.

"It would certainly be an improved communications system for the industry," Rowley said, "functioning as the proper machinery for clearing up misunderstandings and maintaining a continuous means of exchanging views on a businesslike basis. It would be less time consuming and at the same time more effective."

Rowley said these recommendations were aimed at one objective: the improvement of the economic health of the industry. He said he felt that "we have been sitting back and drifting for too long a period, while rolling with the punches." He said a strong effort must be made for constructive action on an all-industry program and to establish rules of the game, adding that consideration must be given, too, for some form of outside mediation in the event the industry cannot do it itself.

"It is all very well to plan conferences, mediation and rules of the game," Rowley said, "but implementation of them is not so simple. Lawyers will find many reasons why their companies should not participate. As you know, they are reluctant to sit down and talk with competitors on controversial matters. Therefore, we may need the assistance of outside agencies to help us make a start toward some of our goals."

Rowley said there had been preliminary talks with several of such organizations which had been receptive to the proposals. He asserted, however, that "we should make every effort not to wash our linen in public with outsiders without another good college try." He added that TOA was ready to do more than its fair share on any constructive program which was in the interest of the motion picture industry.

The TOA president stated that while trade problems were of vital concern, an important matter remained, and that was manpower. He said that TOA was studying an educational and training program for the development of theatre managers. He said details were in the formative stage but that TOA's aim was to create a school for the proper training of future theatre executives. He said he hoped enough progress would be made so that the program could be announced at the TOA convention in Chicago late in September.

Rowley pointed out that every theatre owner or operator was in need of good managers and that there were not enough of them. He recalled the Paramount Managers School of some years ago which turned out such men as Gus Eyssel, now president of Rockefeller Center, and Bob Weitman, who became managing director of the Broadway Paramount and now vice-president in charge of production for Metro-Goldwyn-Mayer.

"The Paramount school has passed into history," Rowley said, "but the time has come when we must have capable managers and new blood to carry on when present managers drop away for various reasons."

Rowley said an issue of major concern to all exhibitors was pay tv. He said the answer to the difficulty was simple: "Just keep the films off of those slot machines."

"Hollywood thinks pay tv is the answer to all their problems," Rowley said. "Initially, they are looking for another customer. If pay tv catches on, away they go. At the moment, they are not ready to give up their theatre income. But you can be assured that they will go where the pot of gold is."

Rowley said many exhibitors had made liberal contributions to the California fight to outlaw pay tv in that state, but the need for more funds was urgent. He said the California exhibitors were facing a top management team headed by Pat Weaver and that they were loaded with money and that in the next few weeks the Weaver organization would be waging a big campaign in an effort to brainwash the public into believing that pay tv would be an amusement paradise.

"Only our dollars can counteract the brainwashing by means of an itelligent campaign," Rowley said.

The TOA chief said the California Committee for Free TV had set a budget of more than $1,000,000 to reach 7,000,000 California voters on the matter of voting to outlaw pay tv in the November elections. He urged all exhibitors to contribute their fair share so that "we all can breathe easier after Nov. 3."

N. Y. Wage Law Nixed

NEW YORK—Supreme Court Justice Sidney A. Fine has ruled the city's recently enacted $1.50 per hour minimum wage law is unconstitutional.

Justice Fine noted that an almost identical hourly wage law enacted by the city in 1962 was declared invalid by the State Court of Appeals, and said a new home rule amendment which went into effect last Jan. 1 did not give the city the right to pass the new legislation.

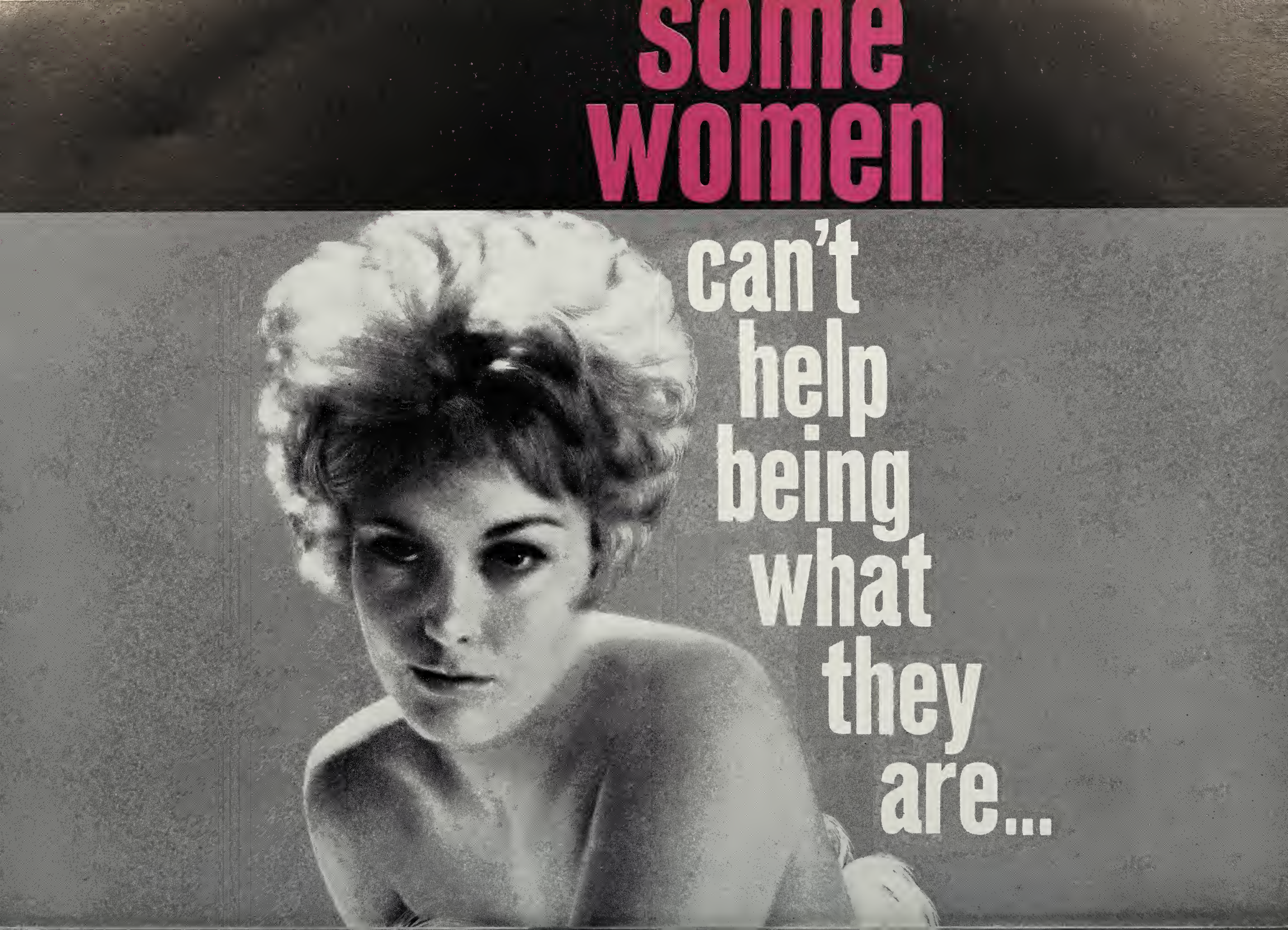
The court ruled on a move by the Wholesale Laundry Board of Trade, Inc., and eight other commercial laundries for a judgement "declaring unconstitutional local law number 45 of the laws of the City of New York."

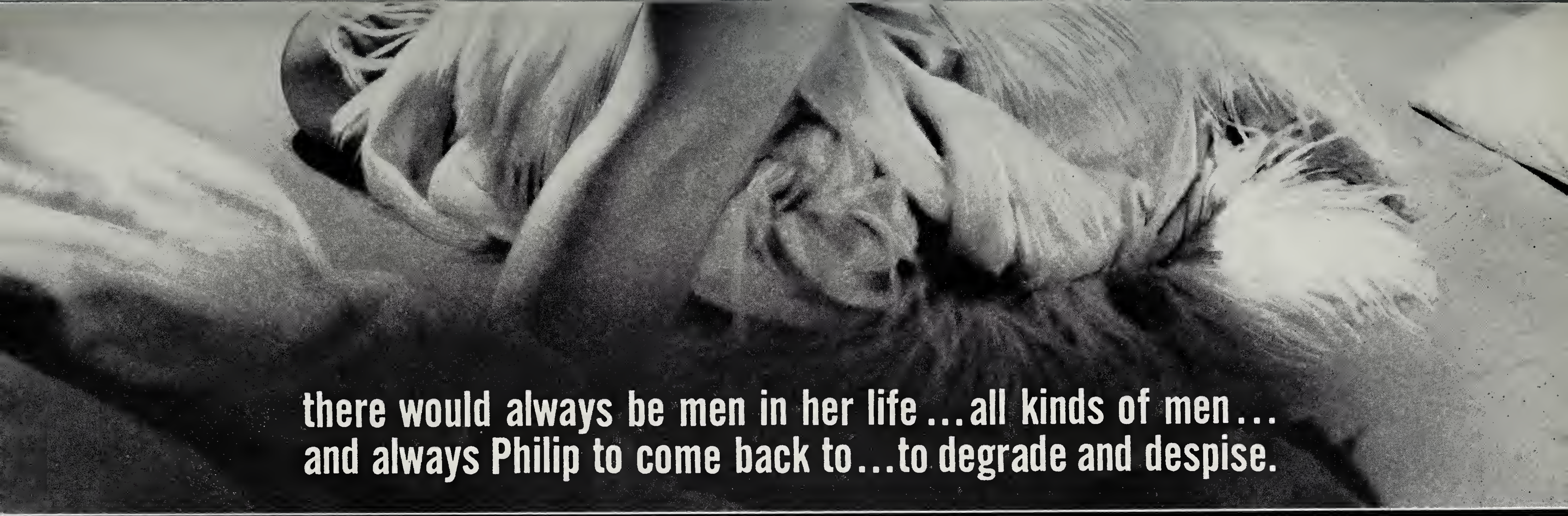
Royal Bow For "Lord Jim"

LONDON—Richard Brooks' "Lord Jim," Columbia release, based upon the Joseph Conrad adventure classic, has been selected as next year's British Royal Film Performance to be attended by Queen Elizabeth II, it has been announced here by officers of the Cinematograph Trade Benevolent Fund.

The performance, which will also serve as the world premiere of the film, will be held in February at the Odeon Theatre, Leicester Square, as a benefit for the Fund.

"Lord Jim" stars Peter O'Toole, James Mason, Jack Hawkins, Eli Wallach, Curt Jurgens, Paul Lukas, Akim Tamiroff, and Daliah Lavi.


some women
can't help being what they are...



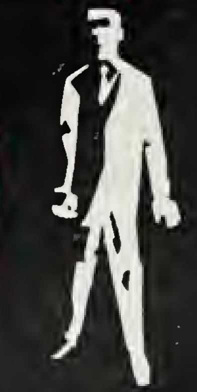
there would always be men in her life . . . all kinds of men . . .
. . . and always Philip to come back to . . . to degrade and despise.

Metro-Goldwyn-Mayer presents A Seven Arts Production

KIM NOVAK · LAURENCE HARVEY

IN W. SOMERSET MAUGHAM'S

OF HUMAN BONDAGE



CO-STARRING
ROBERT MORLEY · SIOBHAN McKENNA · ROGER LIVESEY · JACK HEDLEY

PRODUCED BY JAMES WOOLF · SCREENPLAY BY BRYAN FORBES · DIRECTED BY KEN HUGHES

From M-G-M and SEVEN ARTS

Contact Your M-G-M Branch Manager

The NEW YORK Scene

By Mel Konecoff

LOCAL CIRCUIT REPRESENTATIVES WERE PLEASANTLY SURPRISED LAST week by the refreshing frankness and candor of relative newcomer to the industry Ron Gorton, who is a producer, writer, and president of Gorton Associates, which is distributing as its first film "Panic Button," starring Maurice Chevalier, Jayne Mansfield, Michael Connors, Eleanor Parker, and Akim Tamiroff.

In a short, snappy speech following lunch at the Spindletop, which was taken over for the affair, Gorton expressed the hope that someday he would become a real professional with more than one picture under his belt. He didn't think that "Panic Button" was a great picture, and he did think that it needed a campaign. In line with that thinking, he and his associates are launching it in each area where it plays on a saturation basis with a bang, stating that you can't wear sneakers to open the release.

They're playing all the angles in each locality, going for extensive radio use, tying in the music with disc jockeys, using giants, midgets, good-looking girls clad to get attention, floats, throwaways, one sheets in transportation areas, television, heavy newspaper advertising prior to openings, etc. They expect to spend $40,000 o $60,000 in the New York area alone on the pre-opening campaign, and at least $100,000 worth of publicity will be the result. He believes that the populace will come to see th picture if they know about it.

Gorton holds great store by the theatre managers, calling them "very important" in the overall operation, and he asked for cooperation from them as well as from buyers and bookers. He wants to make money for himself as well as for others not only as regards this picture but others that he has scheduled. He is financed for the future, stating that he is talking with American producers for product. Already lined-up are "Jason," his next, which will be completed iin February, to be followed by "Cousin Harry, Country Style" to go in November, and a musical, "Oddball." He expected that five or six pictures will be handled over the next 18 months.

Bernie Jacon, sales director, reported that they hoped to open in the New York area on or about Sept. 23, and since it's a 40 per cent picture, he expected that participating theatres would do above normal business, especially after the campaign gets rolling. Executive vice-president George Skigen was also introduced to the assemblage.

Irving Kaplan, veteran executive of the Randforce Circuit, took the opportunity to admit that he was impressed with the presentation and by the new vitality being brought into the industry by Gorton. On behalf of local exhibitors, he welcomed him and his efforts.

THE METROPOLITAN SCENE: LATERNA MAGIKA CLOSED DOWN AFTER PLAYing only 27 performances at Carnegie Hall. The production, which combines live talent with on-screen magic, was imported from Czechoslovakia by Richard Fleischer and Harry Bernsen. . . . Arthur Perles forcibly calling attention to the forthcoming MGM-TV lineup,which looks impressive. . . . We like Walter Reade's idea of inviting youngsters to a new theatre opening as well as adults. When his new Community Theatre made its bow in Eatontown, N. J., last week, there was a special afternoon premiere for the children of the township to see "Hey There, It's Yogi Bear," and refreshments were on the house. Adults got their turn later in the evening. . . . Lady Arrow Shirts had a party for "My Fair Lady". . . . Max Youngstein sending out an official U. S. government brochure with information on the fighting unit called the Green Beret, about which he is making a picture.We are almost ready to join up. . . . Steve Ellman is the new trade paper contact at MGM. . . . MGM's "Lili" begins its 94th week at the Trans-Lux 52nd Street Theatre. It's first 93 weeks were completed in 1954. . . . 500,000 copies of "Cheyenne Autumn" in paperback out to help in the selling of the Warner film. . . . EDITOR'S NOTE: Our man in New York now leaves his typewriter and heads for Mercy Hospital, Rockville Center, Long Island, where he will undergo minor surgery.

Allied Board To Meet

MILWAUKEE—The fall board meeting of National Allied has been called for Sept. 22-24 at the Pfister Hotel here.

First scheduled is a reception and dinner at six p.m. Tuesday. After diner, there will be a closed session for film buyers. At nine a.m. Wednesday, formal sessions commence.

Those having suggestions for discussion or consideration are asked to send them to president Edward E. Johnson, Allied Theatre Owners of Wisconsin, Suite 7166, 161 West Wisconsin ave., Milwaukee.

Officers and directors of Allied units will be welcomed as observers.

Whaley Joins Wometco

MIAMI—Gerald F. Whaley has been named director of public affairs of Wometco Enterprises, Inc., Wometco president Mitchell Wolfson announced.

Whaley formerly was manager of information services for National Automatic Merchandising Association, Chicago, national trade group of the $3.2 billion automatic vending industry.

MGM To Film "Baker St."

NEW YORK—Metro-Goldwyn-Mayer has asquired the motion picture rights to the forthcoming Alexander H. Cohen musical, "Baker Street," it was anounced by MGM president Robert H. O'Brien. It is believed to be the first time a pre-production deal for film rights to a Broadway musical has been made by a major motion picture company. In addition, Metro-Goldwyn-Mayer, which has made a substantial undisclosed investment in the production, has also acquired rights to the original cast album for MGM Records.

Another Big MGM Week

NEW YORK—For the week ending Aug. 20, Metro-Goldwyn-Mayer recorded a weekly film rental gross from both the domestic and international markets in excess of $3,000,000, it was announced by president Robert H. O'Brien. This is the fifth time during the past eight weeks that MGM has recorded a weekly film rental gross in excess of $3,000,000.

Siegel To Film "Chatauqua" For Release By Columbia

HOLLYWOOD—Mike Frankovich revealed that Sol C. Siegel, who recently signed a multiple independent producing pact with Columbia, would film "Chatauqua" as one of the company's most ambitious projects in the spring of 1965.

Dick Van Dyke, who scored his initial screen success in Columbia's "Bye Bye Birdie," has been signed for one of the starring roles in the film with music. Blanche Hanalis is now writing the screenplay, based on "Morally We Roll Along," a book by Gay MacLaren, a well-known performer who was in the Chatauqua circuit herself.

Siegel, who has been interested in this project for a number of years, regards the story of "Chatauqua" as one of the priceless phases of Americana and as a forerunner of modern day show business.

Siegel stated that "Chatauqua" will trace the development of this unique institution which has never been fully explored on the screen. In addition to bringing entertainment and culture to rural America, the traveling Chatauqua trainload of people which set up its tent in the small towns of this country ran the gamut of personalities with attractions ranging from William Jennings Bryan to Madame Schumann-Heink to John Philip Sousa and Edgar Bergen and Charlie McCarthy.

The first picture under Siegel's Columbia deal is "The Richmond Story," for which preparations are now in progress.

Max Is For Lyndon

HOLLYWOOD—Max E. Youngstein, independent Hollywood film producer, has accepted the chairmanship of the motion picture and entertainment division of the Citizens for Johnson Committee in California.

Youngstein said the motion picture industry's support of the Citizens Committee would be in the form of financial assistance and the voluntary help of many Hollywood stars, writers and producers.

Mayor Samuel W. Yorty, Los Angeles; Jules Stein, MCA board chairman; and Tippi Hedren, newly elected Mayor of Universal City, participate in ground-breaking ceremonies for the new 10-acre Visitors' Village to be erected as exhibition and recreation area for the Universal City Studios Tours.

Carter Proposals Win Stockholder Approval

NEW YORK—At a special meeting, approximately 72 per cent of the outstanding common shares of Republic Corporation were voted in favor of three amendments to the bylaws proposed by the Victor M. Carter-led group.

Validity of the meeting and of these amendments are in litigation. The appellate division will hold a hearing on Sept. 10 as to whether or not to overrule a New York Supreme Court decision that the meeting had been validly cancelled by Robert L. Huffines, Jr., chairman of the board and leader of a BSF Corp. group of directors.

Stockholders voted 1,754,660 in favor and 3,430 against an amendment which would read in part, "Any vacancy in the board of directors and/or increases in the number of directors shall be filled only by vote of the shareholders."

On raising the number of directors, the vote was 1,754,071 in favor and 4,019 against. The vote on an amendment giving stockholders the right to remove any director with or without cause at any time was approved 1,753,814 to 4.221.

The Carter group nominated six directors to join the 15 now on the board, and they were elected. They are Benjamin J. Goodman, Ben Herzberg, Zalec Familian, Bernard I. Forester, Oscar Pattiz, and Ben Weingart.

A slate of six directors nominated by Joseph Feinstein, a lawyer representing 30 shares, received 30 votes.

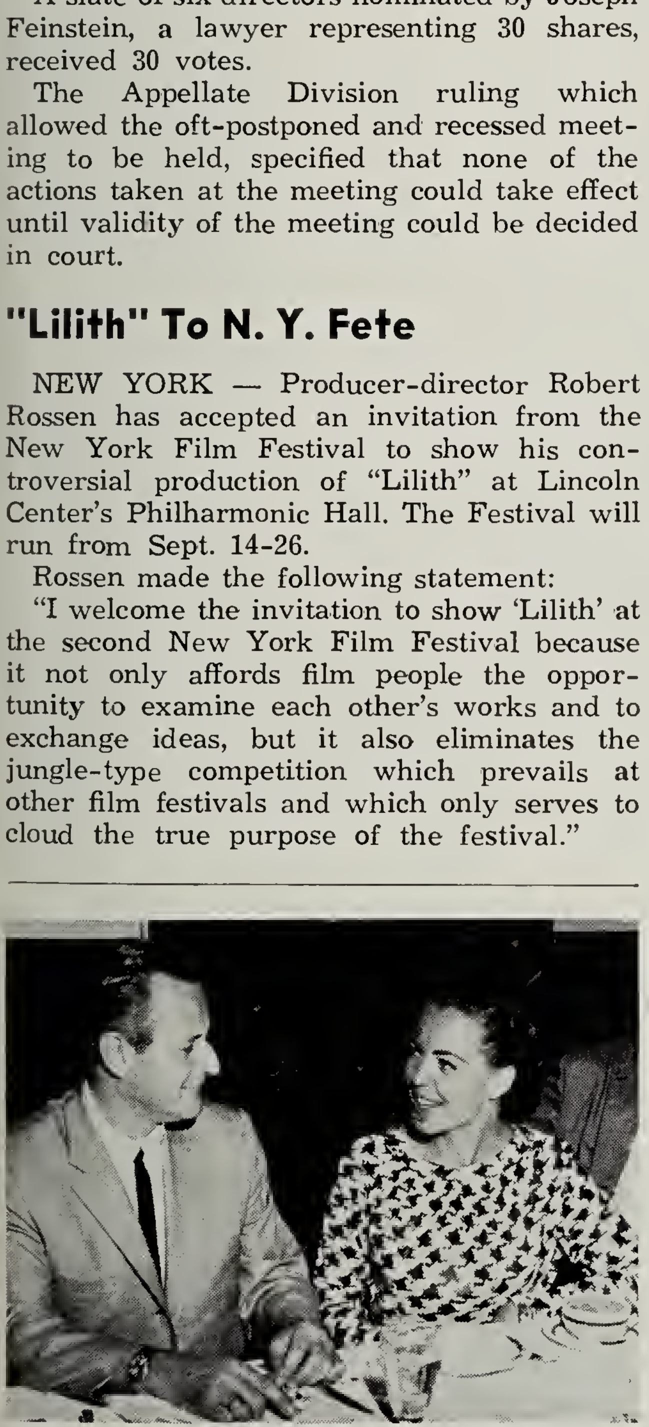
The Appellate Division ruling which allowed the oft-postponed and recessed meeting to be held, specified that none of the actions taken at the meeting could take effect until validity of the meeting could be decided in court.

"Lilith" To N. Y. Fete

NEW YORK — Producer-director Robert Rossen has accepted an invitation from the New York Film Festival to show his controversial production of "Lilith" at Lincoln Center's Philharmonic Hall. The Festival will run from Sept. 14-26.

Rossen made the following statement:

"I welcome the invitation to show 'Lilith' at the second New York Film Festival because it not only affords film people the opportunity to examine each other's works and to exchange ideas, but it also eliminates the jungle-type competition which prevails at other film festivals and which only serves to cloud the true purpose of the festival."



James H. Nicholson, American International Pictures' president, is seen with starlet Susan Hart, recently signed to a seven-year exclusive contract with the company.

LONDON Observations

By Jock MacGregor

WHO SAYS THE PUBLIC IS NO LONGER INTERESTED IN MOVIES? RANK Theatres chief Kenneth Wicnkles revealed at the gala civic opening of the Odeon, Merrion Square, Leeds, that no less than 40,000 potential patrons had accepted the invitation to inspect it over the weekend. This 820 seater is Rank's first post war theatre in the North and is part of a vast city centre redevelopment. Compact, simply designed with the emphasis on comfort and presentation, and a capacity that ensures the longest runs for suitable pictures, it is, to quote the Lord Mayor's opening descriptive, "the epitome of forward thinking." Indeed, seeing this and other new stadium style theatres, one can but wonder if some of the old one-floor houses now being used for bingo or storage might not be brought back into operation since they could be more adaptable for modernization and new style presentation than many vast, balconied auditoria. I travelled with the Winckles and Fred Thomas, Harold Boodson, and Charles Young of Rank Distributors, and it was a nostalgic occasion for Charles. More than 30 years ago, he was manager when Leeds' other Odeon opened as the Paramount. At the theatre, I was able to make the acquaintance of Bryan Quilter and Michael Bagstaff, Rank Theatres' new assistant managing director and controller respectively, and meet those old local exhibiting friends, the Eckarts, Prendergasts, and Flavells.

THOUGH THERE IS A RISING BACKLOG OF INTERNATIONAL PRODUCT WHICH has not been shown on the ABC and Rank circuits, no new subject has been offered to the "third release" for many months. Queried on this, a leading distributor suggested that the potential made even the print cost, since about 30 are required, an added gamble. The showcasing of "Goldfinger" in nine big Rank and independent suburban theatres is not sweet music to those with normal releases at the time as they will be denied certain lucrative areas entirely. An embarassing releasing problem facing the industry just when all family programs are proving big money makers, unexpected in some cases, is a glut of adults-only pictures. Many are being paired, but even so some 20 programs are available. Every effort is made for the circuits not to play them concurrently, but with so many, clashes are inevitable.

MEANWHILE, JIM CARRERAS HAS TRADE SHOWN HIS LATEST HAMMER horror package for Columbia, "Curse of the Mummy's Tomb" and "The Gorgon." Professionally expert, I found myself shuddering at some of the best shocks in a long while. Now Jim has launched his most ambitious picture ever "She," with a Les Ambassadeurs cocktail party for the press and Associated British executives, headed by C. J. Latta, Robert Clark, and Jack Goodlatte, to meet the stars, Ursula Andress, Rosenda Monteros, and those two chillers without whom no Hammer picture would be really complete, Peter Cushing and Christopher Lee. A good dash of horror will be added to the H. Rider Haggard classic.

TONY TENSER STARTED COMPTON CAMEO'S MOST AMBITIOUS PROJECT, "Repulsion," which could be a dangerous title with critics around, with a pre-production party at the Twickenham Studios. To be produced by Gene Gutowski, it is the first British film to be directed by the 30 year old Pole, Roman Polanski, whose "Knife in the Water" aroused international interest. Starring will be France's Catherine Deneuve as "an angel with a slightly soiled halo." There was more pleasurable elbow bending at Claridge's when Paramount sales manager Peter Reed, in the absence of Russell Hadley, introduced George Weltner and the one and only Joe Levene. They are jointly to make "Will Adams," the story of a 17th century shipwrecked sailor who rose to power in the Japanese court as the first white Samurai, with Peter O'Toole. Producing will be Jules Buck and Eugene Frenke, who was tickled pink that I recognised him after 30 years. I should. He gave me my first studio job. Peter O'Toole was present and delighted that "Lord Jim" has been chosen for next February's Royal Film Performance under the new arrangement whereby the seemingly most suitable is invited well in advance rather than for movies being submitted and held from release for a viewing panel.

SAM GOLDWYN IS BEING STRONGLY CRITICISED FOR SELLING 50 OLD MOVIES to tv against trade policy. The Daily Express splashed its interview with Film Industry Defense Organization's Bill Speakman, who said: "Producers who sell to tv are just kicking their own industry in the teeth. Goldwyn made quite a lot of money out of his pictures . . . now by selling them to tv, he may be helping to destroy the cinema today." FIDO has done a fine job keeping movies off tv. On the Aug. 22 weekend, all London stations could show were "Green Buddha" (a 1954 British second), "Top Hat" (1935), and "The Rat" (1937). . . . How rumors start. Within 36 hours of the Leeds opening, I heard in London that Harold Myers, Variety; Willy Williamson, Daily Cinema; and myself had walked out because of bad seats. Fact: As we had seen "Fall of the Roman Empire," it was suggested that after the official ceremony, we might prefer to visit other Rank activities. We returned our tickets and sat in the front row stalls which were being kept for the military trumpeters sounding the opening fanfare. After a guided tour, we returned for the celebration dinner. It is sad that anyone should bother to phone such a story to his London office. . . . Congratulations to Terry Ashwood on being named Pathe News editor-in-chief in succession to the great Tommy Cummins, who is retiring. He will be replaced as special features chief by Harry Field from AB Pathe's tv division. . . . During his recent visit, Pittsburgh's Ernie Stern got a big writeup in the 5½ million circulation Daily Mirror on his collection of cars. . . . "Bedtime Story" is supported at the Leicester Square Odeon by "Midsummer Nightmare," Halas & Batchelor's impish 10 minute cartoon —live action combo. The weekend take was a dream. . . . Charles H. Schneer is just goggle-eyed over the astronomical "Men in the Moon"—"East of Sudan" figures.

COLUMBIA'S

THE NEW

IS A RUN

"SMASH" N.Y. SHOWCASE!

"WOW" IN MINNEAPOLIS!

"FAT" IN ST. LOUIS!

"BOFF" IN WASHINGTON!

"RECORD-BREAKING" IN DETROIT!

and running wild at boxoffices

NTERNS

AWAY HIT!

HOW TO SUCCEED WITH "THE *NEW* INTERNS" BY REALLY TRYING!

Columbia's "THE NEW INTERNS" is a runaway hit largely because of the great cooperation theatre-owners have been giving the picture. We recommend the following to insure its continued success:

1. Take full advantage of the music from the sound track. 'Nancy's Theme' is getting more popular every day. Play it in the lobby. Let them hear it on the street!
2. Promote the Bantam paperback edition of "The New Interns"—It's an exciting story for everyone!
3. Run the sensational teaser trailer well in advance of your playdate, and let them see the regular theatre trailer prior to opening!
4. Scream the title from your marquee. Let them see "THE NEW INTERNS"!
5. Put your lobby to work with displays of the special hard-selling ads!
6. Reach the people in your territory with new ads built around local patron support!
7. Go all the way with "THE NEW INTERNS"! Go great with COLUMBIA!

ever it plays!!

1924 1964

ALBANY

A brisk demand was found in area theatres playing United Artists' "A Hard Day's Night" with the sale of three sizes of color photographs of The Beatles at 25 cents to $1. Incidentally, reports have it that the film did very well. . . . Allied Artists closed its one-man office in RTA Building and transferred accounts to the Buffalo branch. Robert Adler, a fixture with AA here and with its predecessor Monogram for more than 20 years, retired as sales representative. . . . The Hellman Theatre was untouched by a fire which did an estimated $1,000,000 damage to adjacent Hellman Motor Inn, also operated by Hellman Enterprises. Three alarms were sounded and every Albany fireman was summoned to duty. . . . Charles Maguire, Strand stage-worker, entered Memorial Hospital for surgery. . . . Close on the heels of incorporation for Capital District Better TV, Inc., two other companies have been chartered under the Transportation Law to operate community antenna television systems in upstate cities.

ATLANTA

Max Youngstein, Hollywood producer, was here meeting with movie men at the Americana Motor Hotel. . . . Jeanie Ware has joined the booking department at Atlanta's Martin Theatres. . . . Ima Latorre, from Peru, has been named secretary to James V. Frew, southern division manager, Embassy Pictures. . . . Anita Wright has resigned from Embassy to go with Bailey Theatres as secretary. . . . Janice Wright, neice of WOMPI Jan Blerman, secretary at Storey Theatre, underwent plastic surgery. . . . Curl Drady will open a new drive-in at Columbus, Ga., within the next two months. . . . Thompson Theatres has taken over the Colonial, Lawrenceville, Ga. . . . Pay television possibility drew a favorable response on a local street poll.

BOSTON

New England Theatres have bought the Electronovision Theatrofilm, "Hamlet," photographed onstage in New York during a legit performance starring Richard Burton, for their downtown Paramount and neighborhood houses. The Paramount will have two matinee and two night performances. NET Theatres in the area to show "Hamlet" on Sept. 23-24, along with the Paramount in downtown Boston, are Granada, Malden; Parkway, Chelsea; Paramount, Newton; Oriental, Mattapan; Embassy, Waltham; Coolidge, Brookline; Strand; Quincy; Harvard Square, Cambridge; Paramount, Salem; Cinema, Peabody; Cinema, Framingham; Warner, Lynn. William Kumins, New England manager of Warner Brothers, and Chester Stoddard, president of New England Theatres, attended the seminar held for 60 New England exhibitors selected to show the stage production. . . . Joseph E. Levine sailed in his yacht, the "Charay Mar II," from New York to Plymouth to speak on "Showmanship" at the Theatre Owners of New England convention at the Mayflower Hotel. . . . John Blass, former manager, Music Hall, has become manager of the Keith Memorial Theatre, replacing Mel Basel, resigned. Blass was formerly with Paramount Pictures and is a veteran theatre man. . . . Motion picture business in Boston has been up more than 40 per cent this summer over last, exhibitors report. Reasons given are a colder than normal summer with an abundance of rain and an influx of big new product. . . . Two big film packages have just been negotiated for by television station WNAC-TV here and Seven Arts. One package is from Warner Brothers, the other from 20th Fox. . . . Davis Film Distributors, Inc., have set 84 theatres in the six New England states with "The Magic Fountain" for the two week period, Oct. 10-12, and Oct. 17-18.

Producer Edward Lewis, his wife, and daughters arrive in New York from Europe, headed for Los Angeles where Lewis will begin pre-production work on "The Confessor," Mirisch Corporation film for United Artists release.

BUFFALO

Leon Lawrence Sidell has purchased the Buffalo Theatre property on Main Street. The property, one of the biggest real-estate parcels on the main stem, has been owned by a subsidiary of Loew's Theatres, Inc., in New York. Loew's has leased back the theatre and will continue to operate it. The property includes not only the Buffalo, but also the Laube Old Spain restaurant and several stores and businesses. Sidell announced that Loew's has leased back from him the entire piece of property and will continue to be "the landlord." . . . Irving Singer has been transferred from the management of Dipson's Amherst at Buffalo's city line to an executive post in the Batavia headquarters of the 30-theatre circuit. Singer has presided over the Amherst's seven-year progress from a second-run film house to a series of first showings of international hits. In his new office, Singer will be involved with theatres in scattered New York state precincts, Pennsylvania, West Virginia, and Ohio. Emil Noah, manager, Kensington, has succeeded Singer at the Amherst, and John Hickenberg has been transferred to the Kensington from Bradford, Pa., according to Frank Quinlivan, supervisor of Dipson's Buffalo theatres. . . . Michael F. Ellis, Jr., past chief barker of Tent 7, Variety Club of Buffalo, has been appointed chairman of the public Affairs committee of Anti-Defamation League of B'nai Brith. Ellis is vice-president of the Ellis Advertising Company. . . . Mary Boylan, who acted with Richard Burton, Ava Gardner, Deborah Kerr, and Sue Lyon in "The Night of the Iguana," current at the Paramount, was in Buffalo the other day when she was escorted around the newspaper, radio, and tv spots by Arthur Krolick, district manager, Paramount Theatres. Miss Boylan said all those would-be scandalous yarns of her favorite opus' production in Mismaloya, Mexico, are bunk. Miss Boylan was in the center of director John Huston's isolated enterprise the whole four months of production, and if tantrums were thrown, jealousies evinced, or temperaments paraded, Miss Boylan missed the fireworks. . . . Manager Joseph Garvey, Mrs. Garvey, and Joseph, Jr., made a motor vacation trip to Washington and the World's Fair in New York, where the Granada executive got a lot of ideas for the presentation of his attractions at the Schine deluxe suburbia house. The Granada will present the premiere of "My Fair Lady" on Dec. 23, and Garvey has signed on the Buffalo Variety Club as premiere sponsor. Additional Schine theatres, the Eckel in Syracuse and the Riviera in Rochester, have joined the Granada to sell "My Fair Lady" reservations for the three cities. . . . Opening night of "My Fair Lady" on the Riviera, Rochester, screen Dec. 23 will be sponsored by the women's committee of the Rochester Civic Music Association.

CHARLOTTE

W. G. Enloe, Raleigh, N. C., district manager of North Carolina Theatres, was hospitalized for treatment of a blood clot in his left eye. . . . A total of 146 trespass charges against sit-in demonstrators at two downtown motion picture houses, two restaurants, and a hotel at Greensboro, N. C., in 1963, were dropped by Guilford County Solicitor Lonnie Herbin, Jr., because the new civil rights act supersedes any convictions. A number of Negroes had been charged several times in connection with the incidents. In announcing his decision not to prosecute the charges, Herbin said "the state can't make a case against these defendants now due to recent legislation. I don't see any point attempting to try a person for trespassing at a place where he now is an invitee."

CHICAGO

Kathy Kohlberg, daughter of Sanford Kohlberg, was wed to Jerry Polanski at the Drake Hotel. . . . Auditorium, former home of grand opera, is being completely modernized for fall reopening. The house will use higher priced films. . . . Riveria, under B and K management, are installing latest Ashcraft equipment for their booth. . . . Howard Duff and Ida Lupino are planning to make a film, "The Plotters," in Greece this summer, according to Chicago newspaper reports. . . . United States District Court dismissed a $6,000,000 suit brought by Al Capone's family against the producer, sponsor, and tv network involved in 1959 installments of "The Untouchables," based on the life of the late Al Capone. Judge Abraham L. Marovitz's opinion in part said that while the plaintiffs alleged the program to be an invasion of a property right, the case involved an invasion of privacy suit, and that Capone's privacy had not been invaded, since he had been dead 12 years when the programs were shown. . . . Tony Weitzel, Daily News columnist, recently made this statement: "Movie business keeps getting better. In the last 12 months, 321 new movie houses have been built; 179 old movies reopened and only 150 closed.". . . Radio station WCFL bought out the Palace Oct. 29 for "My Fair Lady" to celebrate its move to Marina City and to entertain prominent Chicagoans, ad agencies, and business associates. . . . Brotman-Sherman organization has acquired the Tivoli, Downers Grove, Ill., bringing the total ownership of properties to five. . . . Wolf Teitel named assistant manager at World Playhouse. . . . Globe has brightened up north Clark street with its new marquee, installed by Whiteway Sign Co. . . . Walt Disney has extended a special invitation to Ann Marsters, Sam Lesner, Anna Nagle, and Elanor Keen, movie critics on Chicago newspapers, to attend world premiere of "Mary Poppins" on Aug. 27 at Grauman's Chinese, Hollywood. The film opens at the State-Lake with a benefit CYC

At the recent "sneak preview" of Universal's "Send Me No Flowers" at the RKO 86th Street, New York City, were, left to right, Paul Kamey, U's eastern publicity manager; Ed Serlin, publicity head, Radio City Music Hall, where the film will open in October; Henry H. "Hi" Martin, vice-president and general sales manager; Tony Randall, co-star of the film; and Mrs. Randall.

premiere Oct. 14. Eddie Seguin, B and K, reports that this will be the only showing of the musical within a 350-mile radius of Chicago. . . . Spiro J. Papas, NAC exhibit chairman, says 100 booths have been reserved at NAC-TOA trade show, with the addition of three new exhibitors, Eprad, Inc., Toledo, Ohio; News Reel Digest, Inc., New York City; and Bob Rushing, Des Moines. Papas has invited all exhibitors to join a panel of speakers on Oct. 1, billed as "What's New in the Market Place."

CINCINNATI

It just might be that this area will have enjoyed its best summer for the movies when Labor Day week closes the season. The combination of better product, good promotions, and ideal weather conditions was strong enough to arouse the interest of movie patrons during the summer months. If the weather holds, there will be a merry ring at area boxoffices during the Labor Day week. . . . The suburban Ambassador, playing "The Carpetbaggers," has opened up additional parking facilities for its patrons. . . . The Hennegan Co., whose slogan, "Showmanship in printing," is outstanding in its art work for some of the major film companies, has been promoting "Mad, Mad, Mad, Mad, World" with the sending of a huge poster to all of its customers, a pictorial boost for the film during its sub-run. . . . Jean Louis, one of the world's foremost fashion designers, was here to promote "I'd Rather Be Rich," which opened Aug. 27 at Keiths. His crowded schedule included radio-tv appearances, meetings with department store fashion directors, and a press luncheon. . . . Bill Settos, long-time exhibitor, has closed the Liberty, Springfield, O. The building is to be used for another business. . . . Warners is moving its exchange from Film Row to the downtown Kroger building next month. Paramount exchange moves into better quarters on Film Row within the next several weeks. The 20th-Fox screening room has been repainted and sound equipment improved. . . . Chakeres Circuit, Springfield, O., has appointed Holly Fuller manager for North Xenia Drive-In, and Terry Hetherford at its indoor house, Xenia.

COLUMBUS, O.

Morris Schwartz, manager, Paris Art, charged with showing an immoral movie, had his case continued until Sept. 1 in Municipal Court after posting $500 bond. Schwartz was arrested by vice squadmen who viewed about 30 minutes of the feature, "Mood Models." . . . Loew's Ohio completed its run of "The Unsinkable Molly Brown" after four big weeks. . . . Taina Elg, dancer who appeared in Metro-Goldwyn-Mayer musicals, is in the cast of the Kenley Players' production of "Can Can," starring Denise Darcel, opening Sept. 8. . . . William Knepper, head of the Underground Parking Commission, announced that the State House underground parking garage will be opened between Nov. 1 and 15. The 1200-car facility is located in Capitol Square, across from Loew's Ohio, RKO Grand, and Hartman.

DALLAS

The Dallas branch office of Metro-Goldwyn-Mayer will move from 2013 Jackson, where it has been located since 1929, during the first week in December to occupy an entire floor of the Tower Petroleum Bldg., 1907 Elm. Announcement of the planned move was made by William F. Burke, southwestern division accounting manager for Metro-Goldwyn-Mayer. Included at the new location will be all local offices for Metro-Goldwyn-Mayer, southwestern division sales offices of Fred B. Hull, Jr., Dallas branch sales office of Louis J. Weber, southwestern division advertising, publicity, and exploitation offices of Tom W. Baldridge, and Burke's division accounting facilities. . . . It was estimated that around $2,000 in cameras, projectors, screens, and other equipment were stolen from the Lou Walters Sales and Service Co., by burglars who broke into the company. . . . Officials of Interstate and Texas Consolidated Theatres were in Atlanta for a seminar on final plans for the promotion of Warner Bros. "Kisses for My President" and "Youngblood Hawke," plus "Fail Safe," which will be project films receiving special campaigns by the two circuits. . . . Barbara Eden was here on a promotional visit in behalf of Columbia's "The New Interns." Miss Eden will also put in a plug for her latest film, "Ride the Wild Surf." . . . Bob Dunn, Interstate Theatres, won the $100 U. S. Savings Bond, with a $50 bond going to Bill Wood, Rowley United Theatres, and a $25 bond to Haywood Simmons, independent booker, in a drawing held at the Dallas Women of the Motion Picture Industry luncheon for the winners from the Dallas exchange in the American International Pictures 10th anniversary sales drive. Dunn's name will be placed into a hopper at the home office of AIP, together with winners from other exchanges, for a grand prize drawing of a trip for two to the west coast or New York. In the Exhibitors' Bonus Drive drawing held here, Leland Skaggs, Joy, Mount Vernon, Tex., won the $100 savings bond; H. D. Brown, Bronco, Sonora, Tex., the $50 bond; and Tim Stamps, Wallace Theatres, Dallas, the $25 bond.

DENVER

One of the delegates at the national Democratic convention is Frank Aydelotte, manager, Aggie, Fort Collins, Colo. Daughter Ann is making the trip with him and will take part in organizing a "Teenagers" group. . . Murray Gerson and Chick Lloyd, American International, were the hosts of the Rocky Mountain Motion Picture Association luncheon held at the Press Club. Chief of Denver Police Dill was guest speaker. . . . Centennial Drive-In holds a "Shop and Swap" meeting on its grounds every Sunday morning. Participants gather to sell or trade everything from garden rakes to toy giraffs. . . . Don and Pat Monson, Ute, Rifle, Colo., are all excited over the arrival of a new grandson, Donald Reed. . . . A new 110 seat News Vue Theatre has just been opened at Stapleton Airport here. Manuel Levin, president of Telenews Theatres, and Jack L. Kelley, president of News Vue Theatres, were here for the opening. . . . Persons planning to take part in the Rocky Mountain Motion Picture Association golf tournament and dinner dance on Sept. 22 are asked to contact Jack Felix right away so reservations can be arranged well in advance at the Park Hill Country Club. . . . Jack Wodell, Warners western publicity head, was in town with western division manager Al Grubstick to conduct a sales seminar on Richard Burton's "Hamlet," which will be shown here and nationally Sept. 23 and 24 only. Joe Kaitz hosted the meeting, which was attended by exhibitors from all over this region.

DETROIT

Variety Club of Detroit, Tent 5, is getting an early start this year on two of its fund-raising projects. On Oct. 15, the Adams will

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house its fifth annual movie premiere when the attraction scaled from $5 to $50 will be Disney's "Mary Poppins." Both stars—Dick Van Dyke and Julie Andrews—have made commitments to be present. Van Dyke will arrive the day previous to visit Children's Hospital of Michigan, where the Variety Club Growth and Development Center is beneficiary of the premiere. In previous years, Tent 5 has shown "Ben Hur," "Spartacus," "West Side Story," and "Lawrence of Arabia." Grosses have risen each year. This year, according to William M. Westman, who guides the ticket-selling capaign, the goal is $35,000. . . . Gregory and Mrs. Peck slipped into town—they thought quietly. They were unable to secure their normal quarters at the Sheraton Cadillac Hotel and had to settle for the Presidential Suite. 12,000 teen agers have jammed all the hotels for a Luther League convention. The Pecks were practically mobbed every time they set foot outside their suite. . . . The Nederlander family, which operates a circuit as well as legitimate houses, has announced the rehabilitation of the Old Orchestra Hall which it acquired. They have obtained $350,000 in private financing, a $350,000 federal loan, and will spend $200,000 to buy property for parking. The hall housed the Detroit Symphony until the early 1940s. Later it become a motion picture theatre, a vaudeville house, a church, then closed.

HOUSTON

Hollywood designer Jean Louis was here to discuss the wardrobe he designed for "I'd Rather Be Rich" star Sandra Dee. . . . The Electonovision "Hamlet" will play five theatres in Houston, the Windsor, Bellaire, Garden Oaks, Oak Village, and Santa Rosa; one in Pasadena, the Capitan; and the Broadway, Galveston, Tex. . . . Joe Pasternak, Metro-Goldwyn-Mayer producer, is expected to be a visitor here to look over his local land holdings. . . . The International Film Group, which plans 30 art theatres in Texas, has opened their first, the Art Cinema in the Village. The theatre does not sell popcorn, will feature foreign art films and rear-screen projection. Bill Moody is the principal owner, and Prince John von Badenburg is managing director.

JACKSONVILLE

Harry Kerr, film distributor from Charlotte, has opened a branch office of Dominant Pictures in the Florida Theatre Bldg. . . . A third-generation member of the B. D. Benton family arrived here in a local hospital. He is B. D. Benton, III, son of Mr. and Mrs. Benton, Jr., and the grandson of B. D. Benton, Sr., head of the Jacksonville Film Service. . . . Edelberto Carrera and Mr. Gomez, both of Windson Enterprises, made their first trip along Film Row. They recently acquired the Trail, Coral Gables, from Claughton Theatres of Miami. . . . Charles Jordon, Howco executive from Atlanta and Charlotte, came in for conferences with local exhibitors. . . . The name of Mrs. Mary Hart, former local WOMPI president, has been placed in official nomination for the presidency of WOMPI International, together with the name of Mrs. Lee Nicholaus, prominent New Orleans WOMPI. Other nominations for major WOMPI International offices include the names of Mrs. Anne Dillion, also a former local WOMPI president, and Marie Berglund, New Orleans, for the post of corrresponding secretary. . . . Sandra Smoot, MGM, has been named chairman of the local WOMPI industry service committee, and Judy Cason, 20th-Fox, has replaced Peggy Foland as a WOMPI board

MGM recently set up a college unit to formulate advertising, publicity and promotion for "The Young Lovers" in universities and to guide local campaigns for the film in cooperation with MGM field press representatives. Shown in a meeting in New York are, left to right, Dave McGrath, MGM coordinator of the unit; Robert Goldman, son of Marvin Goldman, vice-president of the Motion Picture Theatre Owners of Metropolitan Washington, and one of the campus representatives; Charles Reinhart, Sam Goldwyn, Jr. staff; Reggie Nadelson, a junior from Vassar College and a member of the home office college unit; Doug Netter, Sam Goldwyn Jr's. partner in the production of the film; Emery Austin, assistant director of advertising, publicity and exploitation for MGM, and head of the unit; Bill Nealon, a senior at Holy Cross and member of the home office unit; and Scott Conant, a University of Virginia sophomore and a member of the "Young Lovers" home office unit.

member. . . . Mrs. Edith Sapp, past president of the local WOMPI, has rejoined the group as a sustaining member. . . . A large group of Hollywood celebrities is scheduled to arrive here for a one-afternoon stand in the Wolfson Baseball Park for a benefit softball game against the professional baseball players of the local Suns and the Columbus, Ohio, Jets of the International League. Proceeds will go to the Hollywood Entertainers League Charities. Members of the Hollywood softball squad include Pat Boone, Jack Palance, Hugh O'Brian, Annette and Phil Crosby, Harvey Lembeck, Deborah Walley, Gary Clark, Pat Woodall, Bob Fuller, Burt Reynolds, Frankie Avalon, Connie Stevens, Tommy Sands, and Doug McClure. . . . Al Hildreth, Empress manager, relieved Mrs. Iva Lowe, San Marco Art manager, while she subbed for Edna Edwards as secretary to Robert Heekin, Florida State Theatres district supervisor. . . . Leonard Vaughn, owner, Lake, Lake City, Fla., was the grand prize winner of a $100 bond awarded by Charles King, local manager of American International Pictures. Leonard's name was also placed in a hat as a possible winner of a week's all-expense-paid vacation trip to either Hollywood or New York. A drawing in King's office climaxed AIP's 10th national anniversary drive. A total of 807 AIP bookings by Florida exhibitors provided an equal number of chances at the drawing. Dianne Beasley, local Floyd Theatres booking office, won a $50 bond, and Otis O. Ray, Jr., manager, Suburban Drive-In, Gainesville, won a $25 bond. . . . Fred Kent, local attorney and owner of the 25-house Kent Theatres circuit, and Tommy Hyde, KT general manager, announced that construction has begun on a new 950-seat indoor theatre to be operated by Kent Theatres at the Pine Ridge Shopping Center, Cocoa, Fla. William Gardener, manager of Wuesthoff Properties, Inc., owners of the theatre property, said that the cost of the theatre will be in excess of $250,000. Kent has completed transactions providing him with a 20-year lease on the theatre, scheduled for a mid-December opening. In addition to the theatre at Cocoa, another new indoor theatre is under construction for KT at nearby Neptune Beach.

NEW HAVEN-HARTFORD

Joe Frazinoli, on the house staff at the Blue Hills Drive-In, Bloomfield, Conn., for the past several years, has been promoted to the newly-created post of house manager. Milton LeRoy, president of Blue Hills Drive-In Theater Corporation, continues as general manager. . . . Ray Stone, owner, Bridge Drive-In, Groton, Conn., gave free gold fish to first 100 children attending opening night's performance of MGM's "Flipper's New Adventure." A Groton pet store was cooperating merchant, in exchange for extensive newspaper advertising. . . . Stanley Warner district manager Joe Miklos has a new ad signature cut for the Strand and Embassy, New Britain, appearing in the New Britain Herald. It stresses convenient parking and air conditioning. . . . Jack Simon, one-time Loew's Poli, Hartford, manager, and now supervisor of the Art Cinema, Pittsburgh, has wired a reservation for the Sept. 29 Statler Hilton testimonial dinner honoring Lou Cohen, retired Loew's Palace manager. Three hundred persons are expected by the general chairman, Bill Decker, S W Strand resident manager. . . . A new Frouge Shopping Center in Bridgeport, Conn., will include a 1,000-seat motion picture theatre, to be operated by as yet unidentified interests. . . . New Haven Attorney Meyer L. Kravitz has assigned his sons, Richard and Robert, to supervisory responsibilities at the family-owned and operated, 600-car capacity Clinton Drive-In. The theatre is again operated by the Kravitz family, following termination of a lease by independent exhibitor Seymour Levine. Kravitz told MOTION PICTURE EXHIBITOR he is looking for expansion in the Connecticut drive-in field. Frank Lynch has been named film-buyer. . . . Connecticut exhibition newcomer David Zimmer has bought the 3400-seat Loew's Poli, Bridgeport, from Loew's Theatres, Inc., and assigned George Christ, operator of the independent Rivoli, Bridgeport, to operate for him. At the same time, Loew's Theatres, Inc., has leased the Majestic, Bridgeport, a 1400-seat house, to Christ. The joint move takes Loew's Theatres, Inc., out of Bridgeport for the first time in several decades. It had been operating the Poli and Majestic, and some years previously, two other now shuttered theatres.

NEW ORLEANS

Advance sales for Electronovision's "Hamlet" with Richard Burton have been very good, according to the RKO Orpheum boxoffice. . . . Edith Anne Long has ticketed Sept. 26 as closing day for her Parkway Drive-In, Winnfield, La. . . . The theatre at the Auxiliary Naval Base, New Iberia, La., will close on Oct. 31 due to the disestablishment of the base. . . . Marlene Enger, on leave from United Artists, gave birth to a baby girl. She plans to return to work in the near future. . . . The Tudor and Globe, landmarks in the entertainment field on Canal Street, are being demolished with the E. V. Richard heirs to put the area to use as an open-air parking facility. . . . Paramount Gulf Theatres reopened the Saenger, Shreveport, La., after refurbishing. . . . Sister Mary Loyola, Alberta Schindler in private life, daughter of Mrs. Agnes Schindler, Masterpiece Pictures office employe; and Cathy Dureau, daughter of Mrs. Mamie Dureau, co-head officials at Masterpiece Pictures, were graduated from Mercy Hospital training school for nurses. . . . Gulf States Theatres' 51 Drive-In, Jackson, Miss., is due to be demolished to make way for a shopping center.

PHILADELPHIA

According to reports the South Philadelphia Drive-In at Broad and Pattison Avenue will be dismantled by the City of Philadelphia for part of the new stadium for the Phillies and the Eagles. . . . Thieves looted two safes in the basement office of Goldman Theatres' Randolph and made off with $4,250. Day manager Charles Wood discovered the burglary and reported it to police. . . . Rumor has United Artists going "Showcase" in the Philadelphia area. . . . Ralph Taeger and six of "Polly's Girls" were in town ahead of the opening of Embassy's "A House Is Not A Home," SW Stanley. They visited radio, tv, and the press.

ST. LOUIS

Construction of St. Louis' first twin indoor theatre has been announced by General Cinema Corporation. The theatre will be named Cinema I and II and will be located in the new Sunset Hills shoping center in suburban southwest St. Louis. Present plans are to open the theatre this fall. The two auditoriums will be joined by a common lobby with all seating on one floor. The larger auditorium will contain about 1000 seats and the smaller one will have about 500 seats. Different programs will be shown in each theatre on occasion, and at other times, the same program will be shown at staggered starting times. Pushback seating on an inclined floor will permit patrons to pass between rows without inconveniencing those already seated. The latest in sound and projection equipment will be installed. Stereophonic speakers will be concealed in the auditorium walls. The air-conditioning system can be thermostatically changed from cooling to heating. An art gallery will be located in the lobby similar to those in the company's other theatres located in shopping centers in various parts of the country. . . . Burlesque will return to St. Louis on Aug. 27 when the relocated Grand opens in the building formerly occupied by the Paris Art Theatre. The 112 year old Grand in downtown St. Louis closed to make way for the Downtown Sports Stadium. The old Paris Art had formerly operated as a sub-run theatre and prior to that had presented stage attractions. . . . U. S. Senator Stuart Symington will be the guest speaker at the 11th annual international convention of the WOMPI. The Senator will speak at the banquet to be held on the Starlight Roof of the Chase-Park Plaza Hotel on Saturday night, Sept. 19. . . . Rodgers Theatres, Cairo, Ill., has appointed Charles Whittenberg manager of the Rodgers and Poplar Bluff Drive-In, Poplar Bluff, Mo. Former manager Pete Gloriod has moved to Texas and will enter another field.

UNITED ARTISTS
HAS MOVED TO
FOX BLDG.
GOOD LUCK

Robert L. Friedman, United Artists Philadelphia branch manager, points to the sign that Philadelphia Enameling Works erected on Vine Street to designate the move of the UA branch from its old offices at 1322 Vine Street to new offices in the Fox Building.

"Rich" Bows In Cleveland; Native Son Hunter Feted

CLEVELAND—With producer Ross Hunter being honored as a native son who became an "international celebrity" and with co-star Robert Goulet and Jean Louis, Hollywood's celebrated dress designer, participating in the promotional activities, Universal's "I'd Rather Be Rich," Ross Hunter romantic comedy in Eastman Color starring Sandra Dee, Goulet, Andy Williams, and Maurice Chevalier had its world premiere at the Hippodrome here, launching a series of key city pre-release openings.

The Cleveland Chamber of Commerce presented Hunter with a special plaque saluting him as a "Clevelander, graduate of Glenville High School and Western Reserve University, and in recognition of his exemplary conduct as a private citizen and an international celebrity and as a tribute to his outstanding ability as an actor and producer of motion pictures." The presentation was made at City Hall where Hunter also received a key to the city from the Mayor's office.

Premiere activities were launched with a special breakfast at Clark's main restaurant, billed as "Have Breakfast With Robert Goulet," with the entire proceeds going to the Will Rogers Memorial Hospital.

Among the highlights of the promotional activity was a fashion show at the Beef and Bottle Restaurant featuring some of the 17 gowns designed by Jean Louis for Miss Dee in the picture.

Fashion and record tie-ups were highlighted in the promotion, and the theatre is displaying under armed guards and insured by Lloyds of London, the Cartier jewels worn by Miss Dee in the picture.

A total of 13 radio interviews, six television interviews, and five press interviews over a two-day period were recorded for the three personalities as part of Universal's saturation promotional support of the world premiere.

THE NEW INTERNS
WED. SEPT. 2nd at THEATRES & DRIVE-INS EVERYWHERE
THE NEW INTERNS

J. E. Morgan, sales promotion supervisor, International Harvester; and Robert Cohn, producer, Columbia's "The NEW Interns" stand beside IH's Ambo-Wagon, which was supplied to Columbia as one of 19 ambulances as part of a cooperative tie-in with the film. The wagons are being used for expoitation purposes and for transportation of "The NEW Interns" players when they visit the larger cities around the country to p.a. the film.

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VOTE
FOR
POLLY
KISSES
FOR MY
PRESIDENT
WELCOME
MADAME
PRESIDENT

Polly Bergen, who stars as the first woman President of the U. S. in Warners' "Kisses For My President," is greeted by ardent supporters on her arrival at John F. Kennedy International Airport on her campaign tour for the premiere of the Warner Bros. film at the Criterion, New York City

SAN ANTONIO

Herman Sollock, manager, Woodlawn, has instituted a new summer policy during the showing of "Becket," in its seventh week. All seats until 5 p.m. will be $1.25 and after 5 p.m. all seats will be $1.50, with a continuous showing policy. . . . Ricci Ware, disc jockey on KTSA, was master of ceremonies at the preview showing of the Beatles' movie, "A Hard Day's Night." He introduced San Antonio News columnist Paul Thompson, who has taken a few digs at the Beatles. The 2,700 kids roundly booed Thompson, who donned a Beatle wig and then was cherred by the audience. . . . Norman Schwartz, manager, Aztec, has announced that the New York production of "Hamlet" with Richrad Burton, which was filmed during a regular performance, will be shown at the Aztec on Sept. 23 and 24 with a matinee and evening performance. . . . A three alarm fire has destroyed the screen of the Cow Town D-I, Fort Worth, Tex. Damage was estimated at more than $20,000 by James Gaskins, manager. About 200 cars were on the theatre lot awaiting the first movie of a twin bill when the blaze broke out. . . . In order to be first in line when the box office opened at the Pine, Lufkin, Tex., for the showing of the Beatles' "A Hard Day's Night," five girls—complete with blankets, sandwiches, Beatle magazines and curlers—spent the night on the sidewalk. Ray Pike, manager, Pine, said about 300 tickets were sold out in a period of 10 minutes. . . . Jerry Walden took over the Crest, Seagoville, Tex. His father had operated the theatre for a number of years. . . . Troy Montgomery is the new operator of the Alto, Alto, Tex. . . . Mel Barker, operator, State, Pittsburg, Tex., hopes to continue operations when the owner of the building rebuilds. The house was destroyed in a fire. The theatre had closed between the matinee performance and the evening show. . . . Services were held for James J. Cheshire, Sr., projectionist at the Paramount, Amarillo, Tex.

You're Invited!
PHILADELPHIA VARIETY CLUB—TENT 13
ANNUAL
GOLF TOURNAMENT AND DINNER DANCE
Friday, Sept. 25—Green Valley Country Club
Ridge Pike and Joshua Road, Lafayette Hills, Pa.
EVERYBODY WINS FABULOUS PRIZES
For Golf—For Gin Rummy
Door Prizes and Lovely Favors for the Ladies
Enjoy Green Valley's Famous Hors D'oeuvres and Cocktails 5—7 PM
followed by a "Green Valley Dinner."
Dance to Mark Davis' Orchestra—"Music with a beat."
Tickets: Men $15.00—Ladies $7.50
LEO B. BERESIN, Chairman
(THIS SPACE CONTRIBUTED BY BERLO VENDING CO.)

Success Of Golf Shorts Seen Lesson For Industry

GRAND BLANC, MICH.—What has been going on here should be of great interest to producers of shorts and exhibitors everywhere.

In the early '30's, the Palm Beach company originated the idea of a golf tourney to promote its products, conducted by one Nathan Zatkin. It was such a spectacular success in gaining publicity for the fabrics that concerns in other lines copied. Among them was the Buick Division of General Motors Corp., which set up the Buick Open.

In 1961, Buick decided to capitalize further on the tournaments by setting up batteries of cameras and sound systems and photographing every detail of the event. The finished products are in color and sound of the highest quality, on 16mm, and available free through 31 offices nationally to fraternal organizations, schools, churches, etc.

This sort of coverage produced the only shot of its kind ever captured by the camera: a hole-in-one in 1962 by Jerry Barber. The ball was followed from the tee, down the 222 yard fairway, and into the cup.

This year, "Champagne" Tony Lema won. ABC-TV Bill Flemming was commentator. Requests for bookings were pouring in before Buick was able to begin processing.

Here, now, is the meaning of this story:

The type of people who want to see such films are both monied and movie-goers.

The first three of the sports shorts, still on release, Buick reveals, have played 20,000 engagements and have been viewed by 42 million people.

Chester Sets Six For U

UNIVERSAL CITY, CALIF.—Negotiations have just been completed between Universal Pictures and Hal E. Chester's independent company, Albion Film Corp., for the latter to make six pictures for Universal release, it was announced by Edward Muhl, Universal vice-president in charge of production.

First picture under the new deal will be "The Best Kept Secret of the War," based on John Leeming's book, "Always Tomorrow," about the Italian phase of World War II.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
Plus
SHOWMEN'S TRADE REVIEW

SECTION TWO
Vol. 72 No. 8
SEPT. 2, 1964

ALLIED ARTISTS

Master Spy

DRAMA
71M.

Allied Artists
(English-made)

ESTIMATE: Fair programmer.

CAST: Stephen Murray, June Thorburn, Alan Wheatley, John Carson, John Bown, Jack Watson, Ernest Clark, Peter Gilmore, Marne Maitland, Ellen Pollock, Hugh Morton. Produced by Maurice J. Wilson; directed by Montgomery Tully.

STORY: Stephen Murray, communist physicist visiting England, refuses to board his plane for home at the last minute, wanting political asylum. He goes to work in a British laboratory working on nuclear power after being cleared by security. He is aided by attractive assistant June Thorburn. The two become freinds, which is resented by scientist John Carson, who is in love with her. Murray meets area landowner Alan Wheatley, and the two play chess. It is revealed that Murray and Wheatley are both foreign agents with the asylum stunt merely a cover to allow him to spy on Britain's scientists. Wheatley is to transmit the material he secures. Murray is unsuspected until Thorburn discovers a file missing, which he took to Wheatley to be filmed. She seeks him out, discovers the presence of the file, and is drugged before she can do anything. Wheatley plans to kill her. Carson and the security agents arrive in time to save her and arrest Murray and Wheatley. They are tried and given heavy sentences. In prison, Murray is visited by an intelligence officer. It is revealed that he has been working as a double agent and that in time he will be allowed to escape and continue his work behind the Iron Curtain.

X-RAY: This entry gets across its story of spies and counterspies in quiet and adequate fashion with a minimum of movement. The acting is competent, and direction and production are okay. The screenplay by Maurice J. Wilson and Montgomery Tully is credible and offers a surprise or two. It is based on the story, "They Also Serve," by Gerald Anstruther and Paul White. It should do in the supporting slot of tht program in many places.

AD LINES: "An Intriguing Tale Of Spies And Counterspies"; "Vital Secrets Are At Stake As The 'Master Spy' Goes To Work."

The Secret Door

Allied Artists
(English made)

MELODRAMA
72M.

ESTIMATE: Spy yarn for program.

CAST: Robert Hutton, Sandra Dorne, Peter Illing, George Pastell, Shirley Lawrence, Peter Elliot, Robert Gallico, Peter Allenby. Produced by Charles Baldour; directed by Gilbert L. Kay.

STORY: Two American safecrackers, Robert Hutton and Peter Allenby, are taken from prison by our Naval Intelligence in the early days of World War II and sent to Lisbon to steel the Japanese naval code, known to be kept in the enemy's embassy there. Through international spy Peter Illing, Hutton and Allenby make contact with the Japanese ambassador under the pretext of selling him American naval secrets. Allenby meets Illing's wife, Sandra Dorne, who poses as a high class call girl. Dorne provides them with a plan for getting into the embassy via the sewers. They crack the safe and photograph the code, but are caught by one of the staff making their escape. After subduing the man, they escape to a deserted street far from the building. Allenby, enticed by Dorne, knocks out Hutton and rushes to a waiting car. He surprised by Illing, hiding in the back seat, who shoots him and takes the film. Hutton regains consciousness and moves towards the car, driven by Dorne, and is also shot. During their getaway, Illing and Dorne are spotted by U. S. agents, who pursue them, and both are killed when their speeding car overturns. The code is recovered. Hutton, however, is found in the street by the Japanese and taken aboard a freighter where he is interrogated about the code. The silent convict is just about to be killed by the Japanese when the freighter is torpedoed. Hutton is picked up by the sub and later granted a full pardon.

X-RAY: Though it gets off to a fair start, this account of the intelligence coup of two convicts bogs down in the home stretch. The recreation of a pre-war Lisbon flavor in the exteriors paid some attention early in the film, is let slide as the principals emerge from a recent vintage taxi, etc. Miss Dorne and Illing deliver well, but the performances of Hutton and Allenby are as wooden as their lines. Action and suspense are present in sufficient quantities to make up for script and other deficiencies, however. The scenery, including Miss Dorne, is also worthy of mention.

AD LINES: "Death To The Loser"; "Convict Commandos Make Daring Raid."

"28"

This issue of the Pink REVIEWS Section marks the start of the new 1964-65 season (always the first issue in September). For 28 consecutive years, MOTION PICTURE EXHIBITOR has arranged its "Theatre-Wise" Reviews of all features in this separate, consecutively numbered, and easy to save section, as handy reference for its theatre subscribers.

As a further service to our subscribers, we print and stock an over-supply of all Pink REVIEWS Sections. Should you require back sections they may be obtained by subscribers from our Bookshop at moderate cost.

BUENA VISTA

Mary Poppins

MUSICAL COMEDY
140M.

Buena Vista
(Technicolor)

ESTIMATE: Colorful, pleasant entertainment from Disney.

CAST: Julie Andrews, Dick Van Dyke, David Tomlinson, Glynis Johns, Ed Wynn, Hermione Baddley, Karen Dotrice, Matthew Garber, Elsa Lanchester, Arthur Treacher, Reginald Owen, Reta Shaw, Arthur Malet, Jane Darwell, Cyril Delevanti, Lester Matthews. Directed by Robert Stevenson; co-producer, Bill Walsh; a Walt Disney Presentation.

STORY: In England, the family consisting of David Tomlinson, who works in a bank; Glynis Johns, his suffragette wife; and their two young children, Karen Dotrice and Matthew Garber, are having trouble keeping a nurse-companion for the youngsters. When Elsa Lanchester walks out, Julie Andrews appears from the sky to take over the position, providing fun for the children, touches of magic, and a proper behavior pattern. Some of the fun is also provided by Dick Van Dyke, who is a happy-go-lucky jack-of-all-trades. Since Andrews can only remain briefly, she accomplishes the result of bringing the family closer together so that Tomlinson and Johns find time for the children, and the latter receive proper guidance. One of the moves also results in Tomlinson being offered a better job by the bank.

X-RAY: This Disney entry has quite a bit to offer the young and the young-at-heart in the way of charm, fun, colorful sequences, fine musical production numbers, a combination of animation and live sequences, good performances, attractive direction, and excellence in the overall production values. It is also a bit on the long side for the thin story line that draws it together. Julie Andrews is good in the title role, making an auspicious debut in films here, and Dick Van Dyke offers much talent and an impressive personality. The balance of the cast provides commendable support. The screenplay is by Bill Walsh and Don DaGardi, based on the books by P. L. Travers.

TIP ON BIDDING: Higher Disney rates generally.

AD LINES: " 'Mary Poppins' Is The Magical Gal They're All Talking About"; "Fun For The Entire Family The Walt Disney Way."

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They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumliatively numbered and indexed, and puched for a standard ring binder. Establish your seasonal set.

EMBASSY

The Ape Woman

Comedy Drama
97M.

Embassy
(English titles)
(Italian-made)

Estimate: Okay art house fare.

Cast: Ugo Tognazzi, Annie Girardot, Achille Majeroni, Elvira Paolini, Ego Rossi, Filippo Pompa Marcelli, Ermelinda De Felice. Produced by Carlo Ponti, directed by Marco Ferreri.

Story: Ugo Tognazzi spurns regular employment, preferring instead to live by his wits, making some quick money from time to time. One day, while promoting some food in a poorhouse kitchen in Naples, he comes across Annie Girardot, who has been remaining more or less hidden from public view because her body and face are covered by abnormal amounts of hair. Tognazzi sees in her a freak attraction that can bring in some money, and he persuades her to go on public display as The Ape Woman. He puts together an act, claiming that he captured her in wildest Africa, and he is moderately successful. When a wealthy man offers a huge sum if she will stay with him several days, she is revolted and goes back to the protection of the nuns. Tognazzi realizes that the only way he can get her back is to marry her, which he does. He is reluctant about consummating same until she threatens to get an annulment. They put together an act which takes them to Paris. They are a hit when Girardot goes through a strip routine. There she learns that she is pregnant and resists attempts by Tognazzi to get her to have an abortion. During the latter stages of pregnancy, she starts losing some of her hair. After the birth of a normal, beautiful baby, she completely loses her hair, emerging as a normal, attractive woman. Tognazzi is resentful about losing his meal ticket but finally becomes resigned and takes an ordinary job at modest wages. The threesome is normally happy with another baby on the way.

X-Ray: A bit different in story theme, this entry offers the art house patron a fairly entertaining session, some cute bits of amusement, good performances, and adequate direction and production. It also has a few tender and touching moments as well as some realistic scenes between a woman who prays for normalcy and a man who admires the abnormal. The screenplay is by Marco Ferreri and Rafael Azcona.

Ad Lines: "The Creature With The Face Of An Ape And The Heart And Soul Of A Woman"; "She Loved Like A Woman . . . but Looked Like A Freak."

The Passionate Thief

Comedy
100M.

Embassy
(Italian-made)
(Dubbed in English)

Estimate: Offbeat comic import is fun for art fans.

Cast: Anna Magnani, Ben Gazzara, Toto, Fred Clark, Edi Vessel, Gina Rovere. Produced by Silvio Clementelli; directed by Mario Monicelli.

Story: Bit player Anna Magnani is deserted by friends on a New Year's Eve in Rome. While searching for them, she meets Toto, another small time actor, who, unknown to Magnani, is working as legman for pickpocket Ben Gazzara. Magnani insists on accompanying Toto into the nightclub they are "working." Gazzara lifts a diamond brooch, only to have his attempts to get it to Toto thwarted by Magnani's attentions. When Gazzara realizes that Magnani will cost him a night's haul, he suggests the three of them go to another club. They push her aboard a packed subway and slip out, leaving her with no way to get back since that was the last train for the night. Toto and Gazzara stake out a drunken Fred Clark as their next mark. They team with pimp Mac Ronay, whose girl, Edi Vessel, induces Clark to leave for some entertainment elsewhere. Just as the plot materializes, Magnani appears, and Clark drops Vessel to take the well-meaning extra for a dip in the Fountain of Trevi. The others follow in Ronay's small car and are just about to get Clark's wallet when the police arrive. All flee with the exception of Clark, who is carted off in his shorts. Magnani finds Gazzara and Toto sitting outside the German embassy, where the celebrants are shooting off Roman candles from a balcony above the street. One of the fireworks is deflected and strikes Magnani in the bottom. The party goers invite the three inside. Gazzara promptly goes to work, is caught, and they are booted into the street. Gazzara stalks off, but when Magnani and Toto duck into a church, they find him once again. Magnani's faith in his godness is temporarily restored until she discovers he has pinched a necklace from an image of the Madonna. He hurls the necklace at Magnani, who is arrested. Months later, Magnani is released from prison, still dressed in her natty fur and New Year's outfit. She is met by Toto, penniless as usual, and they go off squabbling with the faint prospect of better days to come.

X-Ray: Art house fans familiar with director Monicelli's "Big Deal On Madonna Street" will find this comic sequel a delightful bit of screen fun. Ben Gazzara and Anna Magnani are well-paired as a school of hard knocks pickpocket and a moth-eaten actress. Magnani's simpleminded quest of fun and fellowship takes her through the range of Roman society. Serious, vain, but aware of her vulnerability to charmers like Gazzara, she attempts to cover her attraction to him by ignoring his "work" and making up to the pathetic Toto. Gazzara, in his first comedy attempt, has good control and timing, and, coupled with the two others, is a delight to watch. The story abounds with satirical jabs and spoofs, which will help it in the art spots.

Ad Lines: "A Light-Fingered Thief Meets His Match In This Hilarious Comedy Of Errors"; "A Delightfully Different Comedy From The Film-Maker Who Gave You 'Big Deal On Madonna Street.'"

MGM

MGM's Big Parade of Comedy

Compilation
109M.

(6501)

Estimate: Sell the names and nostalgia.

Credits: Produced and written by Robert Youngson; narrated by Les Tremayne.

Story: This consists of scenes from MGM features and short subjects made prior to 1947. Seen are Joan Crawford in "The Boob"; Marion Davies in "The Red Mill"; Karl Dane, George K. Arthur, and Polly Moran in "China Bound"; Buster Keaton in "The Cameraman"; Keaton and Jimmy Durante in "What, No Beer"; Marie Dressler, Polly Moran, and Anita Page in "Reducing"; Dressler with Wallace Berry in "Tugboat Annie"; Jean Harlow with Clark Gable in "Hold Your Man," with Francot Tone and Lee Tracy in "Bombshell," with Lionel Barrymore in "The Girl From Missouri," with Cary Grant in "Suzy," with Robert Taylor in "Personal Property," with Spencer Tracy in "Libeled Lady," and with Wallace Berry in "Dinner At Eight"; Joan Crawford with Ted Healy and the original Three Stooges in "Dancing Lady"; W. C. Fields and Freddie Bartholomew in "David Copperfield"; Stan Laurel and Oliver Hardy with Lupe Velez in "Hollywood Party" and "Bonnie Scotland"; Clark Gable in "Too Hot To Handle"; Cary Grant and Katharine Hepburn in "The Philadelphia Story"; Robert Benchley in "That Inferior Feeling," "Live, Love and Learn," "How To Read," and "A Night At The Movies"; Myrna Loy and William Powell in "The Thin Man" series; Bud Abbott and Lou Costello in "Rio Rita"; Lucille Ball, Dick Powell, and Bert Lahr in "Meet The People"; Red Skeleton in "A Southern Yankee"; Garbo in "Ninotchka," with Melvyn Douglas, and in "Two-Faced Woman"; The Marx Brothers in "Go West"; Dave O'Brien in scenes from the Pete Smith comedy shorts; etc.

X-Ray: Turning, Robert Youngson, who produced similar compilations in the past for other companies, loose in the MGM film library with scissors and a pot of film cement was a happy thought. The result is a star-packed "parade" of clips which should have oldsters recalling with nostalgia comedy favorites of their youth, and today's youngsters treated to the artistry of some of the greatest comics the world of entertainment has ever known. Although the running time is a trifle long, this should prove a fine supporting feature and should be interesting and amusing to all. The ancient clips have been excellently preserved, and their selection and editing leave little to be desired.

Ad Lines: "Laughter—The Keynote Of Entertainment"; "Highlighting The Screen's Most Hilarious Comedy Moments, Dating Back To The Early Silent Days."

20th-FOX

Guns At Batasi

(417) 103M.
Drama

20th-Fox
(CinemaScope)
(Made Abroad)

Estimate: Good adventure drama.

Cast: Richard Attenborough, Jack Hawkins, Flora Robson, John Leyton, Mia Farrow, Cecil Parker, Errol John, Graham Stark, Earl Cameron, Percy Herbert, David Lodge, Bernard Horsfall, John Meillon, Horace James, Patrick Holf, Alan Browning, Richard Bidlake, Joseph Layode, Ric Hutton. Produced by George H. Brown; directed by John Gullermin.

Story: A political disturbance in a newly-independent African country sees Jack Hawkins, British Commander of a regiment at Batasi which consists of both African and English soldiers, turning over his command to native officer Earl Cameron. Hawkins is to report to the capital for discussions and instructs Sergeant Major Richard Attenborough to host Flora Robson, a visiting members of Parliament. British Private John Leyton shows up at the station mess accompanied by a worker, Mia Farrow, both stranded at the airport. At the same time, a rebel leader, Errol John, second ranking African officer, assumes command of the post by arresting Cameron in the name of the new government. Cameron is seriously wounded while escaping, and makes his way to the mess, where Attenborough takes him in. The Sergeants bluff their way into the ammunition storeroom and return with guns and ammunition. Robson disobeys Attenborough's instructions and notifies John that Cameron is desperately in need of medical attention. But John is interested only in recapturing Cameron and threatens to destroy the sergeants' mess if he is not turned over. When Attenborough refuses, anti-tank guns are brought into position to raze the quarters. The anti-tank guns are destroyed with grenades just as Hawkins returns with news that the revolt has succeeded and that the new regime, now officially recognized by the British government, will remain within the commonwealth. Hawkins commends Attenborough's actions, but tells him that John, now a colonel, insists he leave the country. Under the new British government policy, Hawkins must comply. Attenborough leaves, looking forward to the future with confidence.

X-Ray: This yarn might almost have been taken from today's papers. It shows a small African country struggling under the conflicts created by its newly-won independence. There is tension and some suspense as a small group of British military men face a large number of freedom-seeking Africans. Performances are very good, with Richard Attenborough particularly impressive. Direction and productions are capable. It should fit in well as part of the show in general release situations. It tends to slow down at times because the action is necessarily limited. The timeliness of the subject matter should be a lot of help in selling. Screenplay and novel by Robert Holles.

Ad Lines: "Modern Africa Ablaze With The Flames Of Independence"; "Six Sergeants And A Private Stand Off An Army Of Rebels."

UNIVERSAL

Send Me No Flowers

Comedy
100M.

Universal
(Technicolor)

Estimates Very good comedy.

Cast: Rock Hudson, Doris Day, Tony Randall, Paul Lynde, Hal March, Edward Andrews, Patricia Barry, Clive Clerk, Dave Willock, Aline Towne, Helene Winston, Christine Nelson, Clint Walker. Executive producer, Martin Melcher; produced by Harry Keller; directed by Norman Jewison.

Story: Rock Hudson and Doris Day have been happily married for eight years, residing in suburban San Francisco next to Tony Randall. Hudson is a hypochondriac who continually seeks the aid and comfort of Dr. Edward Andrews. One day, while consulting him over a pain in the chest, he overhears him discussing another patient with a specialist. Hudson assumes that the subject's serious condition is his and concludes that he has but a few weeks to live. He confides in Randall, and the latter feels so bad that he takes to alcohol to forget, his wife being away visiting relatives. Noble Hudson tries to set his affairs in order, including buying a cemetery plot for himself, Day, and her next husband, and he actively sets about lining up her next husband. This is simplified when wealthy Clint Walker apears on the scene, an old swepetheart of Day's. Hudson also decides to perform a good deed by informing separated Patricia Barry of the evil intentions of bachelor Hal March. Barry is so grateful that she kisses him. Day interprets this as his having an affair with her, and she threatens to leave him. He is forced to confess his condition to her. She is stunned and tries to reach Andrews, but he is away fishing. She decides to take Hudson to the Mayo Clinic. Andrews returns, pooh poohs Hudson's alleged condition, and Day is convinced that he really is having an affair. Hudson's efforts to straighten it out only get him in deeper until his cemetery plot purchase convinces Day he thought he was really dying. They are reconciled.

X-Ray: When some see the marquee or ads announcing that Doris Day and Rock Hudson are teamed herein, there may be the involuntary reaction—here we go again. What they will see, however, is a bright and funny comedy angled a bit differently as to story content, lavishly presented, ably produced, and well acted. The direction keeps the proceedings rolling at a mirthful pace, with a sneak preview audience thoroughly enjoying the on-screen fluff. There's little logic in the script by Julius Epstein, which is based on the play by Norman Barasch and Carroll Moore, but since it's all in fun, no one will take it seriously anyhow. There is one song by Doris Day over the titles, which few will remember.

Tips On Bidding: Higher rates in many situations.

Ad Lines: "When A Hypochondriac Begins To Worry About His Wife's Next Husband—The Result Is Fun-Filled Chaos"; "He Took Pills . . . She Took Him For Better Or Worse."

Sing And Swing

Comedy with Music
75 M.

Universal
(English-Made)

Estimate: Fair import for program with angles for younger set.

Cast: David Hemmings, Jennifer Moss, John Pike, Heinz Burt, Steven Marriott, John Newell, Ed Devereaux, Veronica Hurst, Penny Lambirth, Peter Glaze, David Bauer, Kenny Ball and His Jazzmen. Produced and directed by Lance Comfort.

Story: David Hemmings, post office messenger boy, and three of his friends are able to put across musical numbers in entertaining fashion and want to break into show business. They put their money into making a demonstration tape, and Hemmings' father, Ed Devereaux, gives him a month to make good or forget it. When he is given a package to take to a film studio to a producer, David Bauer, he thinks he may get a chance to ask for an audition. A falling piece of equipment knocks him down, and publicity senses a news story. His picture appears on the front pages, and the others are disappointed in that he didn't mention the combo. To further complicate things, he finds that he has lost the tape. Bauer is disappointed at the lack of publicity his latest picture is getting, and someone finds the tape and plays it. Bauer is excited by the find and the publicity aspects. He tries to interest the papers in helping him find the singers, but they are wary. A columnist does go along with the search and finding the boys makes everybody happy.

X-Ray: Lots of music, a story about teenagers with talent, some comic bits, etc., are to be found in this entry for the supporting slot of the program. The performances are adequate, and direction and production are okay. The presence of trumpeter Kenny Ball and His Jazzmen may be of value in attracting the teens. The screenplay is by Lyn Fairhurst.

Ad Lines: "Fun And Music That Really Swings"; "They Try To Break Into Show Business . . . The Result Is Rhythm And Hilarity."

WARNERS

Kisses For My President

Comedy
113M.

Warners

Estimate: Topical farce benefits from good cast.

Cast: Fred MacMurray, Polly Bergen, Arlene Dahl, Edward Andrews, Eli Wallach, Donald May, Harry Holcombe, Anna Capri, Ronnie Dapo, Richard St. John, Bill Walker, Adrienne Marden. Produced and directed by Curtis Bernhardt.

Story: Polly Bergen is elected as the first woman President, and this creates problems for her husband, Fred MacMurray, who finds himself the "First Lady." At loose ends because his wife's election forced him to give up his electronics business, he seeks some kind of work. Senator Edward Andrews, political opponent of Bergen, wants to arrange a large foreign aid grant for Latin American dictator Eli Wallach. Bergen asks MacMurray to escort Wallach around, and they get involved in a nightclub brawl over a stripper. The unfavorable publicity is embarrassing to Bergen, who is also troubled by the fact that her election threatens to make monsters out of her two children. MacMurray manages to discredit Andrews during a committee investigation. Bergen discovers she is pregnant and resigns to return to her role as wife and mother.

X-Ray: Fred MacMurray is an excellent farceur and Polly Bergen makes a lovely lady president. The situation provides some obvious springboards to humorous situations and the film tries to include them all. There are quite a few laughs, but the effort could have been improved by some tighter editing and a bit more imagination in the preparation of the script. When the film reaches to make some serious political points, it bogs down in generalizations and cliches. As long as MacMurray is playing the befuddled "First Lady" for comic effect, audiences should enjoy it, and he gets able comic support from Wallach as a heel-clicking, hand-kissing, speed-loving dictator. Basically, it's all in good fun and should be welcomed, particularly at a time when the whole nation has its mind on the White House. Screenplay is by Claude Binyon and Robert G. Kane.

Tip on Bidding: Better program rates.

Ad Lines: "The Votes Are In . . . And It's Madame President By A Comic Landslide"; "What Does The First Lady Do While His Wife Is Running The Country? Fred MacMurray And Polly Bergen Provides The Fun-Filled Answer."

MISCELLANEOUS

Castle of Blood

Melodrama
85M.

Woolner Bros.

Estimate: Horror meller provides its share of chills.

Cast: Barbara Steele, George Riviere, Margrete Robsahm, Henry Kruger, Montgomery Gleen, Sylvia Sorent, Raul H. Newman. Produced by Frank Belty and Walter Sarch; directed by Anthony Dawson.

Story: Journalist George Riviere interviews author Edgar Allen Poe, and they disagree over the question of whether death is the end of life. A nobleman bets Riviere that he can not survive a single night in an old castle from which no living man or woman has ever returned. Each year, the nobleman sends someone to the castle, and invariably they die on the night of the dead, when all who have perished in the castle relive their last violent five minutes of life. Riviere prowls the deserted halls and suddenly is accosted by beautiful Barbara Steele, the nobleman's sister. They fall in love, but she tells him she has been dead for 10 years. Other characters appear, and a professor explains that on this night, they will all relive their violent ends. Horrified, Riviere witnesses a series of violent murders and realizes these ghosts must have his blood if they intend to live again next year. Steele helps him escape the castle grounds just as the sun is about to end the night of horror, but Riviere is impaled on a barb of the heavy iron gate. The castle has claimed another victim, and Poe wonders if readers will believe the story when he writes it.

X-Ray: Violence and bloodshed fill the halls of a mysterious castle in a horror entry that should please those movie fans who like their entertainment spiced with gore and chills. At times, the story gets a bit confusing and the characters get in each other's way, but the pace is good and the blood keeps flowing. This compares favorably with similar entries in the horror cycle, and again the Poe name is a sales factor. The story by Jean Grimaud and Gordon Wilson, Jr., is based on Poe's "Dance Macabre." This is being released as part of a package, along with "Hercules In The Haunted World."

Ad Lines: "The Living And Dead Change

(*Continued on page 5212*)

ALPHABETICAL GUIDE TO 14 Feature Reviews

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CASTLE OF BLOOD

(*Continued from page* 5211)

Places In An Orgy Of Terror"; "Another Shocking Tale From Edgar Allen Poe, Master Of Terror."

FOREIGN

Dragon Sky

Drama
95m.

Lopert
(Eastman Color)
(Filmed in Cambodia)
(English titles)

Estimate: Attractive entry for art spots.

Cast: Narie Hem, Sam El, Nop Nem, Little Skarine, Princess Bopha Devi. Directed by Marcel Camus; presented by Michel Safra and Serge Silberman.

Story: In southeast Asia, Sam El withdraws from the Buddhust priesthood, seeking a life which is carefree and gay. His job as a helper on a bus takes him past the Royal Palace, where one of the dancers, Narie Hem, receives her fortune from a bird owned by Little Skarine. It predicts a great love in the future. Nop Nem, successful businessman with no scruples, is infatuated with Hem and tries to convince her that he is the one she should love. She is uncertain. They do have an intermittent affair until Hem meets El, and they find that they love each other. Separated by the agenda of the touring dance company, El follows along with Skarine, whom he has informally adopted as a younger brother. They are reunited amid temples of the capital city, and Hem pledges to get rid of a persistent Nem, who follows her. The latter refuses to let her go, and she falls to her death. He injures El and then flees in his automobile. El, seeing his sweetheart lying dead in a pool, joins her in death. When the lights on his auto fail, Nem is killed when the car crashes.

X-Ray: The land of the Buddhas provides a uniquely different background for a tender and touching love story set in modern times. While its pace may be a bit on the slow side in a number of sequences, beautifully revealing photography more than makes up for that deficiency. It is different in surroundings, customs, and costumes, and though the harsh reality of today's times is injected now and again, it still emerges with a charm not easily duplicated. The cast is realistic, and direction and production are good. Perhaps the arty set is ready for a different type of film. Jacques Viot wrote the screenplay.

Ad Lines: "Romance In The Land of The Buddhas"; "A Uniquely Different Film That Must Be Seen By The Discriminating Film Fan."

Hercules In The Haunted World

Melodrama
84M.

Woolner Bros.
(Italian-made)
(Dubbed in English)
(Technicolor)
(Totalscope Super/100)

Estimate: Standard strong-man stuff spiced with horror.

Cast: Reg Park, Christopher Lee, Leonora Ruffo. Executive producer, Achille Piazzi; directed by Mario Bava.

Story: Reg Park (Hercules) returns to Ecalia to marry princess Leonora Ruffo. He finds her on the verge of madness and learns that she can only be cured by a plant that grows in Hades. He does not know that she is under a spell cast by evil High Priest Christopher Lee, who is in league with the powers of darkness. Aided by a companion, Park sails a magic ship into Hades, overcomes many obstacles, and gets the magic plant. A beautiful stranger falls for Park's friend and accompanies them back to Ecalia. A terrible plague hits Ecalia, and Park learns that the mysterious beauty is the wife of Pluto. She returns to Hades, and the plague ends. Park overcomes Lee and his evil spirits, and all ends happily.

X-Ray: Standard strong-man spectacle is combined with elements of fantasy and horror, and the result should satisfy undiscriminating moviegoers. Park is a muscular Hercules and acquits himself well in the action sequences. The dialogue, besides being dubbed, is trite, but in these films, special effects are more important than story or characterization. Color is good, and some of the effects come off quite well. It's all familiar, but that shouldn't prove too much of a drawback to those who patronize such fare.

Ad Lines: "An All New Height In Fright And Might"; "Hercules Faces His Greatest Challenge In The Haunted World."

Laterna Magika

Novelty
119M.

Richard Fleischer
(Partly in Color)
(Imported From Czechoslovakia)

Estimate: Marriage of screen and stage makes for unusual entertainment.

Contents: Actually, this entry is made up of two sections, the first being devoted to a three act presentation of Jacques Offenbach's "Tales of Hoffmann," Acted, sung, and danced on serveral screens as well as on a stage. The second portion is a variety show labeled "Variations," and shows the city of Prague, silent film fun, tricks both on screen and stage by dancers, as well as a roller skater on stage skating realistically through the streets of Prague on film with many thrills and chills.

X-Ray: This novelty won't be everyone's cup of tea, but still there's a bit of something for all to be found here. The opera and classical entertainment fans will get their enjoyment out of "Tales of Hoffmann," sashaying between three different-sized screens and a large stage beneath the three. Two intermissions later, the followers of more basic entertainment will be amused by trickery on film as characters and objects transfer from one screen to another, encouraged by on-stage onlookers and supporters; by a trick dance routine that floats between screen and stage; by a tour of Prague in the spring; and by a roller skater on a thrilling Cinerama-like ride through city traffic. The pace varies from very slow during the opera to a fast and snappy climax. The cast performs well both on the multiple screens and on stage, and direction and production are extraordinary. A wiser choice of material would have made the presentation a better one and a more entertaining one for general audiences. It is obviously suited only for special spots and limited engagements.

MOTION PICTURE
EXHIBITOR
plus
SHOWMEN'S TRADE REVIEW

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

SEPTEMBER 2, 1964 SECTION THREE
Vol. 72 No. 8

Department Stores Set "Mary Poppins" Tie-Ups

Leading department stores in key cities throughout the United States have officially adopted the "Mary Poppins" theme for their major 1964-65 promotions, thereby adding the final link to one of the most comprehensive merchandise programs in the history of Walt Disney Productions.

These department stores will be the cornerstone of local campaigns on behalf of 17 pre-release premiere engagements in August and October, adding their promotional resources to those of thousands of other retail outlets carrying "Mary Poppins" merchandise, including a wide assortment of recorded music.

Ammunition for these big retail guns is being supplied by licensed manufacturers working under the Walt Disney Character Merchandising Division; and Buena Vista Records, which will release its complete lineup of "Mary Poppins" records under the Buena Vista and Disneyland labels in August, to be followed shortly by a record number of releases from other companies.

Approximately 40 manufacturers have been licensed to date to manufacture "Mary Poppins" books, toys, games, party goods, apparel and other items for children and adults. Advertising for this merchandise, carrying "Mary Poppins" credits, will saturate all media, including in-store display and mailing facilities. Display material prepared especially for the purpose will begin working at point-of-purchase beginning early in September.

Additional advertising and promotion, on the national and local levels, will come from major company tie-ins with Walt Disney's "Mary Poppins," including National Sugar Refining Co., National Biscuit Co. and McCall's.

"Mary Poppins" will also appear as a Sunday color comic strip during the last 13 weeks of 1964, rounding out the year's lineup of Walt Disney's Treasury of Classic Tales, a King Features Syndicate series.

Department stores that will run "Mary Poppins" promotions include: Rich's, Atlanta; Jordan Marsh Co., Boston; Higbee Company, Cleveland; Sanger Harris, Dallas; Foley Bros., Houston; Bullocks in Los Angeles, Palm Springs, Pasadena, Sherman Oaks and West Los Angeles; Gimbel Bros., Philadelphia; Joseph Horne Co., Pittsburgh; Famous Barr Co., St. Louis; ZCMI Dept. Store, Salt Lake City; Hecht Co., Washington, D. C.; and The Emporium, San Francisco.

Kraft Chocolates, a division of the Kraft Foods Company, has launched a national promotion supporting the film.

Kraft has allocated one half million dollars

(*Continued on page EX 612*)

Dedication Of Cheyenne Autumn Trail Set For "Cheyenne Autumn" Premiere

CHEYENNE
AUTUMN
TRAIL
CHEYENNE AUTUMN TRAIL

Pointing the way to the Cheyenne Autumn Trail is Richard Lederer, Warner Bros. vice-president and director of advertising and public relations, at a recent trade press conference where he announced global campaign for Warners' "Cheyenne Autumn."

"Looking For Love" Contest

As part of a massive merchandising campaign for Connie Francis' newest musical "Looking For Love," MGM is sponsoring a special "Looking For Love" contest. The unusual feature about this contest are the prizes being offered. First prize is a weekend for two at the home of Miss Francis in New Jersey as her personal guests and, in addition, red carpet treatment in New York's restaurants, theatres and night clubs. Winners also receive autographed copies of Miss Francis' record albums, and de luxe models of the now famous Lady Valet, a woman's specialty item designed by Miss Francis in the production.

To enter the contest listeners have to complete the following sentence in 25 words or less. . . . "I would like to win a weekend with Connie Francis because. . . ."

Over 100 major radio stations throughout the country are participating in this promotion.

In addition to the various prizes being offered, the disc jockey who sends in the winning entry wins a seven-day all-expense paid vacation for two at the luxurious Americana Hotel in Puerto Rico.

Hitting the Cheyenne Autumn Trail, Warner Bros. has undertaken one of the most extensive public relations programs in its history with a world-wide campaign for "Cheyenne Autumn," the spectacular 70mm SuperPanavision-Technicolor all-star motion picture with which the company will follow "My Fair Lady."

The global campaign was unveiled at a recent New York trade press conference by Richard Lederer, Warner Bros. vice-president and director of advertising and public relations. He was joined at the conference by Ernie Grossman, national director of promotion and exploitation; Leonard Palumbo, advertising and publicity manager of Warner Bros. International, and Leonard Samson, the company's advertising and publicity director in England, where "Cheyenne Autumn" will have its world premiere.

All had taken part in a series of policy planning meetings that brought together the company's top domestic and foreign sales and promotional leaders to set release plans for the multi-million-dollar John Ford-Bernard Smith production.

Highlighting the public relations program announced by Lederer will be the official dedication of the Cheyenne Autumn Trail at a four-day celebration (October 1 to 4) in Cheyenne, Wyoming, at which approximately 200 leading representatives of the world press, radio and television will attend the film's international press preview. Correspondents will come from England, Italy, Germany and Japan, where early openings of "Cheyenne Autumn" are scheduled.

Other highlights will include the world premier in London on October 15 at the Warner Theatre; gala international openings in Italy, Germany and Japan; the American regional premieres in December and a series of special events that will continue during the months beyond.

James Stewart, Richard Widmark, Carroll Baker, Edward G. Robinson, Karl Malden, Sal Mineo, Dolores Del Rio, Ricardo Montalban, Gilbert Roland, Arthur Kennedy, Patrick Wayne, Elizabeth Allen, John Carradine and Victor Jory head the cast of "Cheyenne Autumn," which was directed by John Ford and produced by Bernard Smith from a screenplay by James R. Webb. The motion picture is based on the great book by Mari Sandoz that focussed attention on what reviewers called "an American epic," "a gaunt, bloody, heroic story" and a "moving, noble

(*Continued on page EX 610*)

British Activities

by Jock MacGregor

FRED TYLER, ABC EMPIRE, COVENTRY, WAS QUITE ENTHUSED OVER ONE OF his recent promotions. The rivalry between connections of Associated British's Cliff Richard musical "Wonderful Life" and UA's Beatles' "Hard Day's Night" which is playing in opposition on the Rank circuit in many dates is keen. Inspired or not, some local papers have taken up this angle. "In the green corner, The Beatles. In the red, Cliff Richard. That's the lineup for Coventry's battle of the year, billed for next week," wrote one reporter. The Coventry Express promoted a double page color composite on the two pictures combining competitions offering 12 double tickets for each movie and six girls dresses. Actually Tyler had initiated the spread early in June but when it was learned that the Gaumont would be playing The Beatles he realised that with the potential of each all could work amicably together. As a result 300,000 Coventrians know about these top attractions. Indeed, Tyler claims: "the town was seething by the Sunday of playdate." The Monday evening paper carried on the battle theme with the splash heading, "First Round to Cliff in Film War on Beatles," and Tyler not wanting to be party to knocking publicity is quoted after a report that there was capacity for "Life" and seats for "Night" as saying: "I personally suspect that Cliff Richard beat The Beatles in Coventry yesterday. But, of course, we shall never know for sure. The different number of performances and the different seating capacities have to be taken into consideration." That master showman of the Gaumont, George Lockyer, was undaunted and reported as being satisfied with attendances and pleased he had engaged extra staff. Lockyer also gained publicity for having allowed two teenagers who had waited five hours into the theatre more than an hour before the doors opened for free. They saw the film through three times—a hard day's day, for sure—and are reported as having thought it was "fab" and planning to see it again during the week. Tyler concentrated on the wealth of head office publicity and claims to have got tieups galore on "Mufties" (shoes), Eucryl Tooth Powder, Debrette Bras and Girdles, Pepsi-Cola, Pakamac Monza Scooter Coats, Manfield Scooter Boots, EMI records and Vox Amplifiers. He also went to town on the Vespa competitions run in ABC Film Review in June and July and borrowed from the local dealer different colored machines to emphasise the different contests. With bikini'd beauties in attendance, eye catching foyer displays were mounted. The Vespa agents had displays complete with booking and theatre details in their main store window. Tyler completes his report with information that the queue was started on the Monday at 9:20 a.m. for the 10 a.m. shift workers' screening which was bolstered considerably by holiday makers and the claim: "Wonderful Life" is going to mean Wonderful Business with no worry from The Beatles."

B. F. Denning, of the Robin Hood, Hall Green, Birmingham, recently held a bang up neighborhood screening of "Zulu". No less than 17 contingents of Ex-Servicemen and Women's Associations paraded with their banners on the opening night and were inspected by the Deputy Lord Lieutenant of Warwickshire, Col. E. R. Price, and the Mayor of Solihull.—It is claimed to be the first time that a mayor has officially attended a Birmingham suburban opening night. An excellent press resulted. Every corner of the foyer must have been occupied with displays. Medals to the value $8,260 were loaned, but in view of their value could only be shown on the opening night. They created enormous press and public interest. Zulu items borrowed from a Birmingham museum, regimental momentoes from the unit featured in the film, a Peter Styvesant Cigarette tie-up, etc., made eye catching displays. Window tieups were effected on travel, music, and wine angles and contests were worked with the Birmingham Planet, which also ran a composite page, with records as prizes and the South African Vineyards. A display by the Queens Own Hussars on the theatre forecourt on the opening was another highlight of a very comprehensive campaign.

For a re-run of "Rio Bravo" at the ABC, Chesterfield, John A. Dixon achieved seven tieups. He was most pleased with that effected at an Antique Dealer who mounted an impressive display of guns, rifles, etc., of the period. This created considerable interest. . . . C. P. W. Meggison, of the Gaumont, Doncaster, scored three big hits with his "West Side Story" campaign. A "West Side Story" dance at a local salon with the music being plugged, sound track lps as spot prizes and plenty of publicity material adorning the hall was attended by 1000 against the usual mid-week average of 600; the evening paper provided 3000 copies of a special slip edition with the front page devoted to the film and the booking for distribution by the theatre staff. With a live show on the night prior to opening he arranged for the popular top act "Sounds Incorporated" to include "West Side Story" numbers and for the leader to mention the booking at the two performances. This, Meggison, claims, was an invaluable plug to some 3500 potential patrons.

Beatles Boost Harmonicas

An unusual by-product beneficiary of Beatlemania is the harmonica, now enjoying its greatest upsurge in a quarter-century thanks to its prominent inclusion in United Artists' "A Hard Day's Night." The film introduces John Lennon's harmonica playing for the first time on a large scale.

M. Hohner, Inc., which turns out most of the world's harmonicas, has prepared a special Beatles harmonica pack, to tie in with the film. The pack includes a harmonica identical to the one John Plays, harmonica arrangements of two Beatles songs, and pictures of the quartet.

To publicize the picture and the Beatles harmonica pack, dealers are encouraged to co-operate with theatre managements on local contests and other promotional activities. Hohner is furnishing its dealers with counter cards and window streamers emphasizing the harmonica's appearance in "A Hard Day's Night." Hohner has also arranged promotions with disc jockeys, offering harmonicas and tickets to the movies as prizes.

Vespa
ABC Film Review
Film Review
Juke Vespa

F. Tyler, ABC Empire, Coventry, England, recently effected this tie-up with Vespa Scooters on ABC's Cliff Richard musical, "Wonderful Life" in conjunction with the ABC Film Review.

"CHEYENNE AUTUMN"

(*Continued from page EX 609*)

and dramatic" event.

The dedication of the Cheyenne Autumn Trail, over which heroic Indians made the epic 1,500-mile survival trek that is dramatically re-created in the Warner Bros. motion picture, will place it beside the Oregon Trail, the Appalachian Trail and other major routes of the nation's past. The Cheyenne Autumn Trail, never previously marked, begins in Oklahoma and swings north through the Plains and Rocky Mountain states of Kansas, Nebraska, Colorado, Wyoming, South Dakota and Montana.

Wyoming's U. S. Senator Gale McGee (Dem.) and Governor Clifford Hanson (Rep.) will serve as co-hosts for the four-day celebrations, to which Secretary of the Interior Stewart L. Udall has been invited to deliver the dedication address. The Governors, Senators and Representatives of Oklahoma, Kansas, Nebraska, South Dakota and Montana—states through which the Cheyenne Autumn Trail passes—also are expected to take part in the dedication.

Stars of "Cheyenne Autumn" will add Hollywood glamor to the event. They will be joined by tribal chiefs and descendants of the Cheyennes who first made the trek. The preview of "Cheyenne Autumn" will take place in Cheyenne at the Lincoln Theatre, which is being specially equipped to present the big-screen production.

Cooperating in the event will be the United States Department of the Interior, the Wyoming State Travel Commission, the Cheyenne Chamber of Commerce, the Bureau of Indian Affairs, the National Park Service and other public and private agencies and organizations.

The Cheyenne Autumn Trail is the subject of a film featurette Warner Bros. now is producing for presentation in motion picture theatres throughout the world. The film tells the story of three present-day Cheyennes who retrace the trek their ancestors made.

Traveling exhibits now are being assembled for display in major department stores and elsewhere in Europe, Asia and the United States. Included in the exhibits are authentic Indian articles, from full-sized teepees to war bonnets and peace-pipes. They are being supplied by the Northern Cheyenne tribe, whose members are descended from those who made the trek in "Cheyenne Autumn." The exhibits abroad will extend the U. S. cultural exchange program by displaying original Americana in countries which have been active in sending their native art to this country.

A plane buzzed the three-mile beachfront at Atlantic City and the South Jersey area with streamer air display of The Beatles' showing.

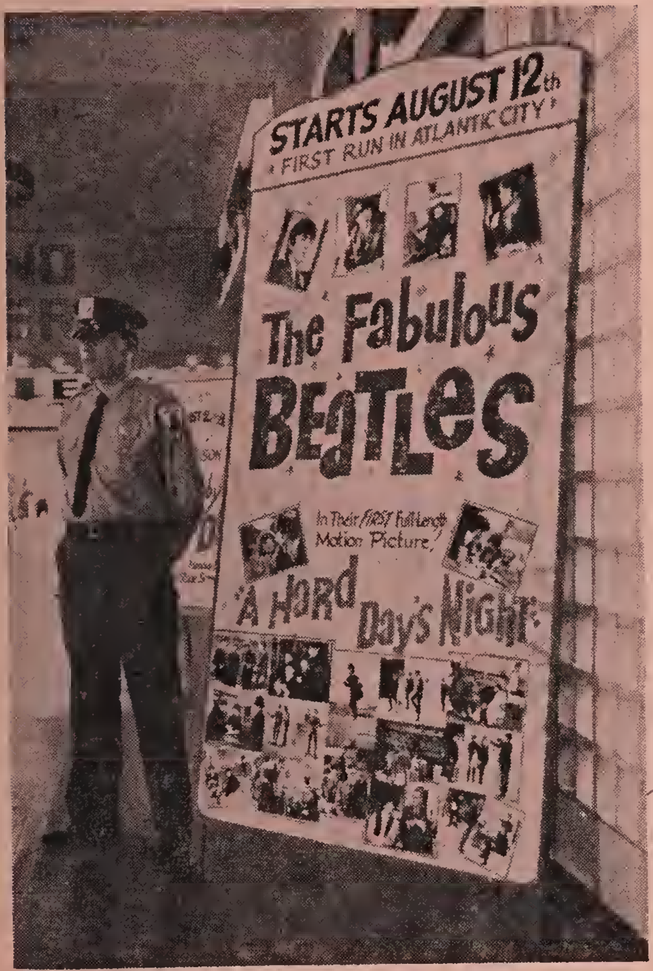
On Atlantic City's Steel Pier With The

Beatles—Yeah, Yeah, Yeah!

ATLANTIC City's Steel Pier, the Shore's mecca for teen-agers, proved to be a natural spot for the recent first-run engagement of The Beatles' first feature length film, United Artists' "A Hard Day's Night." Well aware of The Beatles' pot-of-gold magnetism, George A. Hamid, Jr., and publicity director Jack Goldman organized a hard-sell promotion.

Ticket lines were monumental due to Steel Pier launching its jumbo promotion three weeks in advance with a flambouyant campaign that didn't miss a trick—displays, newspapers, radio, air trailer, etc.—all adding up to plenty of exploitation excitement.

Cross-plug trailers were hooked up with Atlantic City theatres catering to the huge seasonal tourist trade—the Hollywood, Shore, Center, Roxy and Virginia.


STARTS AUGUST 12th
FIRST RUN IN ATLANTIC CITY
The Fabulous
BEATLES
In Their FIRST Full-Length Motion Picture!
A Hard Day's Night

Fifty mats of this photo were sent to newspapers with a story of the security guard being posted after Beatles' fans lifted stills from the first two signs.

FREE! Sign the RINGO FOR PRESIDENT BOOK
RINGO BUTTON FREE
See the Beatles
A HARD DAY'S NIGHT
Starts WED. AUG. 5
STEEL PIER

Throngs signing for free Beatles' buttons kept application stand jammed just inside ticket area at Steel Pier.

STARTS AUGUST 5th
FIRST RUN IN ATLANTIC CITY
The Fabulous
BEATLES
In Their FIRST Full-Length Motion Picture!
A Hard Day's Night

Three four x eight feet showcards on the Beatles' first run at the Steel Pier were given avid attention by thousands of teenagers at the amusement center.

Starts WED. AUG. 5th
The BEATLES
A Hard Day's Night

Twenty-five one-sheets were spotted in strategic locations throughout the Steel Pier to engender advance excitement.

A string of teaser ads appeared daily in the A.C. Press two weeks in advance, and were augmented with news releases. Sixty second radio spots numbered 10 a day; and disc jockeys kept Beatles' records spinning around the clock.

The entire pier was plastered with one-sheets and display boards covered by Beatles' photos were strung along The Boardwalk near the lobby entrance. The Pier's large marquee also heralded the film in circus fashion.

The posting of a guard to protect Beatles' pictures after itchy-fingered, souvenir-hungry enthusiasts skinned photos from several boards while passing through ticket lobby, was also good for a two-column cut and write up in the local newspapers.

THE EXHIBITOR'S EXPLOITATION EFFORTS

MADISON SCHOLL, manager, Melba, Corpus Christi, Texas, while pinch-hitting for Al Marsden, Jr., manager, Centre, Corpus Christi, Texas, came up with an idea on Embassy's "Zulu" while Marsden was away. Turning toward the African native theme, Scholl borrowed some hand-painted masks from Texas Theatre Supply, set them upon a bamboo background surrounded by paper palm trees and this served as the main eye-catcher. A leopard skin, spear, human skull were other items which caused a lot of excitement and talk. Employees dressed as a "Zulu" warrior and a leopard added to the display. On a Saturday the "warrior" and the "leopard" were turned loose in the downtown district and distributed passes stating that the bearer would receive one 10-cent drink free with the purchase of buttered popcorn during the showing of the film. The "warrior" carried a shield painted with the opening date, name of theatre and title of picture. Crowds gathered wherever the street bally went, and the passes soon vanished. KEYS radio had a "Throw a spear at your favorite disc jockey" contest in conjunction with "Zulu." Calls were placed to the radio station and if the caller correctly guessed the disc jockey to be "speared," the caller received a free pass to see the picture. Inexpensive, these stunts, judging from pre-opening calls, got "Zulu" off to a most satisfactory start.

HANDS OFF
ZULU
ZULU
ZULU

Madison Scholl recently arranged this effective lobby display on Embassy's "Zulu" at the Centre, Corpus Christi, Texas, with the aid of several employees in the guise of a warrior and a leopard.

MURRAY SPECTOR, manager, Stanley Warner Oritani, Hackensack, N. J., concentrated on the book in exploiting Paramount-Embassy's "The Carpetbaggers" recently with tremendous boxoffice results. In a tie-up with M. H. Lamston 5 and 10 cent store, their front window facing Main Street, a busy thoroughfare, was utilized and featured the pocket-book edition of the novel. A 40x60 suggested that you "Buy the book" and then "See the picture at the Oritani." Fourteen colored stills and a book-rack filled with copies of the paper-back rounded off the display. For street bally, Spector had a "walking book" in the person of an attractive young lady traversing busy streets with an improvised book-sandwich-board. This created the desired attention. The film was plugged at the theatre by taking advantage of the teaser trailer three weeks in advance; while in the outer lobby a 40x60 containing color 11x14 photos was used.

JAMES E. COLE, manager, State, Lebanon, Pa., says he doesn't believe there were many people in his area who were not aware that he was playing MGM's "How The West Was Won." He adds that, of course, this is the main job on a pre-sold picture. Let the public know the picture is in town and at YOUR theatre! He employed many of the aids available from National Screen Service to good results. One thousand heralds in color were printed locally on the reverse side with his play-dates and name of theatre. These were placed mainly in cars in the down-town area one week in advance. Six small 3-D standees were obtained from NSS and were placed in windows of two loan companies, two restaurants, a furniture store and the Hospitality Center two weeks in advance of opening. The standees were lettered with proper credit and play-date and all stores were in the down-town area. The giant 3-D standee was set up five weeks in advance of opening in the theatre lobby. On opening day this was moved to a loan company window on Main Street and directly across from one of the competing theatres. This window is illuminated all night. The standee measured approximately seven feet x nine feet and was topped with a sign reading "Now showing—State Theatre." In addition, the teaser and regular trailers did a great want-to-see job on the captive movie audiences. The local newspaper cooperated nicely with a three column x 4¾ inch scene mat on the second day when the movie page is light and this really stood out. The space was worth $20 at the open rate but was given the theatre gratis. Two morning youth shows were also set up on Saturday mornings for the Scouts. More than 400 letters were distributed and mailed by Boy and Girl Scout officials to their leaders. The letters contained a coupon on the bottom and offered a 25 per cent reduction to the groups, troops, packs and dens who wanted to take advantage of the offer. This was all topped off with a strong newspaper, radio and television campaign.

"MARY POPPINS"

(Continued from page EX 609)

to their "Mary Poppins" giveaway contest with 100,076 prizes. First prize is a "Mary Poppins" carpetbag with $10,000 in cash.

The contest will be supported by full-page full color ads in the Ladies Home Journal, Look and Woman's Day. In addition, the promotion will be aired on five NBC Kraft Suspense Theatre programs during the months of October, November and December. There will also be a complete in-store give-away tie-in display in supermarkets throughout the country.

Records For "Rich"

Decca Records Inc. is preparing two recordings of the title song of Universal's "I'd Rather Be Rich," which will be available to exhibitors to help them promote their local engagements of this new Ross Hunter Production.

The two Decca recordings are by Pearl Bailey and Bert Kaempfert. They supplement the Andy Williams Columbia recording of "Almost There" from the picture.

In addition to these recordings, there are many albums by Robert Goulet and Andy Williams which are being tied in with the promotion of the picture.

Seymour Brond Wins Honors In MGM Contest

Seymour Brond, manager of Loew's Orpheum Theatre has won the first prize of $150 in the special "How the West Was Won" exploitation contest for theatre managers of MGM's New York Showcase Theatres, conducted by Metro-Goldwyn-Mayer. H. Landerer, manager of Century's Meadows Theatre, won the second prize of $100, and Louis George, manager of Loew's Triboro Theatre, and J. T. Jackson, manager of Century's Roosevelt Field Theatre, tied for the $50 third place money.

Theatre managers entered the contest by submitting to MGM a complete outline of their exploitation campaign for "How the West Was Won." Presented in scrapbook form, the outline detailed such items as advance publicity, advertising campaign, special stunts, store tie-ups, and other promotional activities that contributed to the sensational box office success the picture enjoyed.

A major contribution to the exploitation campaign was made by personnel from Loew's Triboro Theatre at a Mets baseball game. Dressed in period costumes, they walked on the playing field during the game and displayed "West" banners and advertising material to over 50,000 cheering fans. The promotion was picked up on TV.

Other typical promotions included: hoisting a "West" banner made of a bedsheet on top of the building in which Loew's Orpheum Theatre is located; releasing balloons containing free passes to the picture opening night; theatre personnel, attired in period costumes, walking through department stores advertising the production; inserting fliers containing special "West" menus and recipes in shopping bags given out at supermarkets; parading surries and stagecoaches through the major arteries of the city; and placing advertising and publicity materials next to areas where local artists were displaying their paintings.

In addition, Loew's Triboro, arranged for a special tie-in with the Board of Education. Students, in connection with their social studies courses, were invited to write essays on some historical aspect of "West." The authors of the five essays judged best by MGM received guest passes to the production.

Theatre managers made special efforts to ensure that the opening of "How the West Was Won" would be well remembered by all for a long time to come. Typical opening day promotions included: dressing theatre personnel in period costumes; staging "mock" gun duels in streets outside the theatres; arranging for special parades of cowboys and cowgirls complete with 60 piece band, setting up indian tents in theatre lobbies, and having indians perform genuine tribal dances before the picture's premiere.

Special efforts were made to establish tie-ups between theatres and local merchants, ranging from major campaigns in connection with large department stores, to window displays in bowling alleys, record shops, travel bureaus and book stores.

In addition to these unusual efforts, all theatres participated in newspaper, radio and television advertising, radio and newspaper contests, billboard advertising, and other promotional activities associated with successful Showmanship at the box office.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 **consecutive** insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

CARBON SAVERS

NEGATIVE CARBON SAVERS for rotating hi-intensity lamps. Send $3.50 with size. KIRKS CO., 2111 Northland Rd., Baltimore, Md. 21207.

FOR RENT OR SALE

866-SEAT THEATRE, excellent condition, just closed. Will rent, guarantee or percentage. JOE LENSKI, Cozy Theatre, Pittsburg, Kansas. Phone: AD 1-1909.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

DRIVE IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 18 E. Trenton Avenue, Morrisville, Pennsylvania.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRE WANTED

WANTED: Theatre in small town, New Jersey, Eastern Pennsylvania, operating or currently closed. BOX 272, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

LAST CALL!

Only a few "Pocket-Size DATE BOOKS" for 1964-65 left in stock!

ORDER BEFORE IT'S TOO LATE!

$1.00 Per Set of Sheets

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

BRICKLAYERS, Masons, Carpenters make more—but I'll work for $3.95 hour—you set hours. 15 years experience as manager, supervisor, advertising-exploitation man. Now employed. **BOX A819, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

GENERAL MANAGER, employed, will relocate prefer connection Shopping Center Circuit operation. Enquiries invited, open minded to your needs. Write **BOX B819, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Po. 19107.**

MANAGER WANTED for large, independent New Jersey theatre. Must be wide-awake showman, experienced in public relations. Adequate salary and percentage arrangements. Send full information first reply. Everything will be kept confidential. **BOX A92, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: YOUNG MAN interested in becoming assistant manager of brand new theatre, Michigan area. Good opportunity to work for company with big future. Send résumé and photo. **BOX B92, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXECUTIVE-GENERAL MANAGER, experienced in all phases of theatre business, available week nights and all day Saturday and Sunday. **BOX A826, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

TWO (2) PROJECTIONISTS, Maine licensed, seek year around positions in warmer climate. **BOX B826, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

THEATRE MANAGER desires position in New England. 26 years old, ten years experience, circuit and independent. Presently employed. Desire permanent position. Ready, willing and able. **BOX C826, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

POSITION WANTED, drive-in manager or assistant with opportunity for advancement. Willing to relocate, South preferably. Have been usher, assistant manager first run, art houses. Presently managing second run. **RICHARD T. KING,** 62 S. Forge St., Akron, Ohio 44304, Phone: 376-9637. (826)

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

BOLD!

IN CONCEPT-IN CASTING-IN SCREEN EXCITEMENT! 20TH CENTURY-FOX BRINGS BRANDO AND BRYNNER TOGETHER IN MORITURI

MARLON BRANDO · YUL BRYNNER in "MORITURI" An Aaron Rosenberg Production · Also Starring Janet Margolin · Co-Starring Martin Benrath
Hans Christian Blech · Max Hauffler · Produced by Aaron Rosenberg
Directed by Bernhard Wicki · Screenplay by Daniel Taradash

NOW SHOOTING OFF THE COAST OF CATALINA

MOTION PICTURE EXHIBITOR

SEPTEMBER 16, 1964 Volume 72 Number 9

IN TWO SECTIONS • THIS IS SECTION ONE

ENTERED AS SECOND CLASS MATTER OCTOBER 24, 1962, AT the POST OFFICE AT BALTIMORE, MD., UNDER THE ACT OF MARCH 3, 1879

Goldwyn Defends English TV Sale

(See Page 8)

Physical Theatre— Extra Profits Dept.

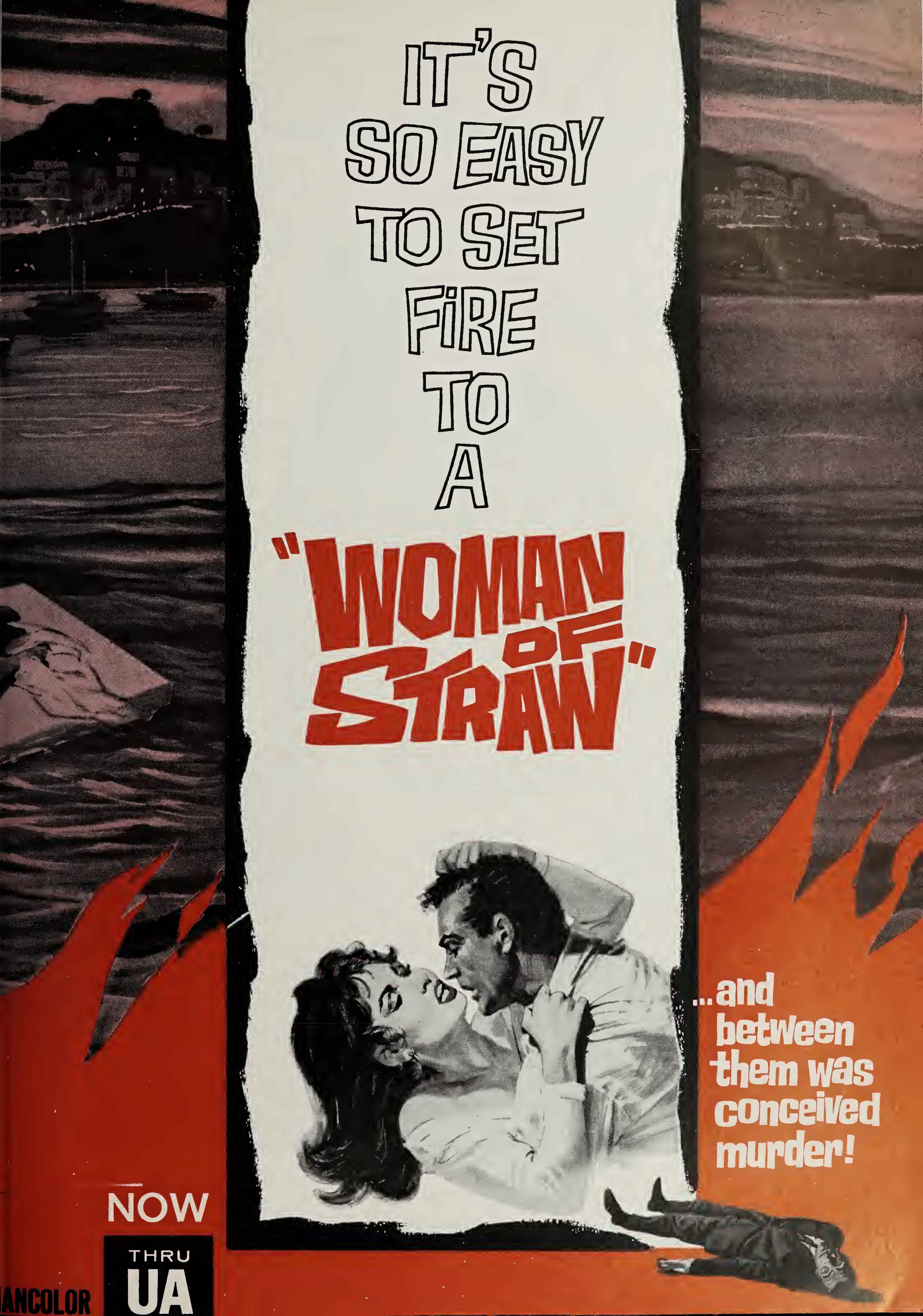
Edward L. Hyman, AB-PT vice-president and tireless battler for orderly release, presented his latest roundup of forthcoming product, hailed by all who have seen it as his most impressive effort to date.

"TRIAL BY BATTLE" . . . *see editorial—page 6*

GINA LOLLOBRIGIDA
SEAN CONNERY
RALPH RICHARDSON
IN MICHAEL RELPH AND
BASIL DEARDEN'S PRODUCTION

Some women sell their souls for a fortune...
some for yachts... some for jewels...some for a man...
and this one for even stranger reasons!

FROM THE NOVEL BY CATHERINE ARLEY ALSO STARRING **ALEXANDER KNOX** SCREENPLAY BY ROBERT MULLER AND STANLEY MANN PRODUCED BY **MICHAEL RELPH** DIRECTED BY **BASIL DE**



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EXHIBITOR
SHOWMEN'S TRADE REVIEW

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"TRIAL BY BATTLE"

Edward Lamb is a well known attorney who also heads business interests currently worth about $50,000,000, as described by Time Magazine in February, 1964. Lamb controls such giants as Seiberling Rubber Company. He also heads extensive broadcasting interests. This is the area in which Lamb, a battling political liberal, ran afoul of the FCC.

His fight with that organization and indirectly with the entire federal power structure is described in a pamphlet, "TRIAL BY BATTLE," case history of a Washington "witch-hunt," and published by the Center for the Study of Democratic Institutions of the Fund for the Republic.

The Center is described as a non-profit educational enterprise to promote the principles of individual liberty expressed in the Declaration of Independence and the Constitution. Its board includes Paul G. Hoffman, honorary chairman; William O. Douglas, chairman; and George N. Shuster, vice-chairman. Also, Ralph E. Ablon, Harry S. Ashmore, William C. Baggs, Bruce Catton, Patrick F. Crowley, Edward P. Eichler, Arnold Grant, Crane Haussamen, Alfred E. Heller, Robert M. Hutchins, Francis J. Lally, Edward Lamb, Morris L. Levinson, M. Albert Linton, J. Howard Marshall, Jubal R. Parten, Elmo Roper, William M. Roth, and Louis Schweitzer. Consultants include Harrison Brown, A. A. Berle, Jr., Eugene Burdick, Henry R. Luce, Reinhold Niebuhr, among others.

Edward Lamb's battle for business survival and to clear a reputation that should never have been sullied is a chilling tale. It covers a period from 1953 to 1957, during which the combined might of the federal government was arrayed against a single man whose only crime was his independent spirit and his refusal to back down from matters of principle.

Without going into the details of the case, let us say that we were amazed and shocked by it. We didn't think such persecution possible in this country, but we know better now. We mailed a copy to the Federal Trade Commission and the Department of Justice and asked whether the report was factual. Thirty days have passed and no answer. We can only assume their silence is one of embarrassment.

Exhibitors are no strangers to business problems that threaten their very survival. There are bidding situations, for instance, that are as evil and unjust as any business practice could be. In the face of this grim struggle, too many people stand on the sidelines and refuse to fight for their rights.

We heartily recommend Edward Lamb's "TRIAL BY BATTLE" as the story of one man who fought and won a battle against seemingly hopeless odds because he refused to compromise his principles.

Copies are available from the Center for the Study of Democratic Institutions, Box 4068, Santa Barbara, Calif. New York office of the Center and the Fund for the Republic is 133 East 54th Street, New York, N. Y. 10022.

LEAD KINDLY LIGHT—BUT WHERE?

Three drive-in theatres recently exhibited real showmanship (?) in playing on the same bill 20th-Fox's "CLEOPATRA" and Columbia's "HEY THERE, IT'S YOGI BEAR." The word is that 20th Century-Fox was plenty burned up at this action, and the engagement might well have violated the "CLEOPATRA" contract.

Whether it did or not is immaterial. The fact remains that it was a shortsighted, economically foolish action. The exhibitor might think he pulled a fast one, but a continuation of such practices can only lead to disaster. The public isn't really getting a bargain when such a combination is offered. On the contrary, such a double bill cheapens both features and sets a precedent that is impossible to follow.

Another group of drive-ins played the same game by doubling Embassy-Paramount's "THE CARPETBAGGERS" and UA's Beatle bonanza, "A HARD DAY'S NIGHT."

When you add such booking insanity to the fact that everybody is feverishly trying to move up in clearance, you arrive at a situation where the motion picture industry seems bent on committing suicide.

Millions of filmgoers everywhere consider the movies their prime medium of entertainment. Let's not make it impossible for them to attend. This sort of booking is like sweeping the dirt under the rug. The day of reckoning must come. Regardless of the gross garnished by such an engagement, it is plain bad business.

There are such things as ethics, honor, and duty. Exhibitors considering such a double bill should ask themselves it they really want to live in a world where cut-throat competition is the rule and the law of the jungle prevails.

Exhibitors are not the only ones out on the double feature limb, either. For a long time, the Disney organization would not permit two of its features to be played on a double bill. They would often create an attractive feature-short package, but that's a different situation entirely. Now it has changed. Why? Nobody knows.

Only recently, two Disney features, "A TIGER WALKS" and "THREE LIVES OF THOMASINA," were doubled at four RKO houses in New York. They were advertised as "two new Walt Disney hits." Can the film company be playing favorites or can this be a case of "waving a big stick?" If a policy change was due, why to a powerful circuit and not to independents as well? You must admit, Mr. Disney, it's not fair.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Mrs. **Marvin Taubman**, daughter of **Sol Shurpin**, president, Technikote Corporation, Brooklyn, N. Y., gave birth to a boy, **Evan**, weighing seven pounds, four ounces.

Gold Bands

Miss **Riccarda Jacques Lapin**, daughter of **Dr. and Mrs. Samuel Lapin**, La Canada, Cal., was married to **Thomas Leslie Velde**, son of **Mr. and Mrs. James R. Velde**, vice-president, United Artists Corporation, in the Pasadena Presbyterian Church, La Canada, Cal.

Ann Beck, formerly of Minneapolis, and **Sidney Picker**, an executive with the Mirisch Corporation, were married in Beverly Hills, Cal., Hotel. In attendance at the wedding were the groom's mother, **Mrs. Celia Picker;** his brothers, **Arnold and Eugene Picker**, and nephew **David Picker**, all three vice-presidents with United Artists Corporation, and their wives.

Mrs. Lucy Salkin Gallin and **Burton E. Robbins**, president, National Screen Service Corporation, were married at a private ceremony conducted in the Study of the Senior Rabbi of Congregation Emanuel in New York City.

Sick Call

Bobby Levine, Norfolk, Va., exhibitor, was in Norfolk General Hospital having his front and rear refurbished.

Obituaries

Frank Edward Benton, 54, vice-president, Benton Brothers Film Express Company, died at his Jacksonville, Fla., home after a brief illness. Survivors include his widow, a daughter, two sisters, a granddaughter, and three brothers.

Mrs. Lydia Wilson Boda, 79, retired manager of the Hartman legitimate theatre, Columbus, Ohio, died following a stroke.

Charles J. Freeman, 83, retired executive booker, Interstate Theatres, died in Dallas. He had been with the circuit for over 40 years. He is survived by his wife, four sons, a brother, two sisters, and 10 grandchildren.

Alexander B. Meskis, 53, manager, Downer, Milwaukee, Wisc., died of a heart attack at County General Hospital. He is survived by his wife, a son, two brothers, and a sister.

John V. Pavone, about 70, retired Connecticut branch manager for Allied Artists, died at St. Raphael's Hospital, New Haven.

Robert M. Sternburg, 67, nationally known figure in the industry and former president of New England Theatres, Inc., Boston, died in his sleep at his Brookline, Mass. home. He was a former president of Allied, an organization of New England exhibitors. He was chairman for the Jimmy Fund, Cerebral Palsy, March of Dimes, Community Fund, and the Will Rogers Memorial Hospital. He was a member of the Variety Club of Boston. Surviving are his wife, a son, a daughter, a brother, and four grandchildren.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., SEPT. 14

Goldwyn Defiance wins Concessions From CEA

HOLLYWOOD—The British Cinematograph Exhibitors Association, in answer to defiance by Samuel Goldwyn over a threatened boycott of his films because he licensed them for television showing in Great Britain, reappraised the situation and decided films can be shown on television if they are at least five years old.

"This is a substantial alteration in policy," CEA general secretary E. F. Pinkey said. "Circumstances have changed."

Goldwyn said, "This is not merely a victory for myself but for the entire American motion picture industry. The revenues that will come from our pictures on British tv will be a great impetus to further production and employment in Hollywood."

Lew Grade, managing director, Associated TV, the British network which will exhibit 50 of Goldwyn's films, said, "Samuel Goldwyn broke the barrier. All American companies will now be exhibiting their films on British tv."

SW Acquisitions Okayed

NEW YORK—Federal Judge Edmund L. Palmieri has okayed the acquisition by Stanley Warner of two 1,200 seat theatres, one in Danbury, Conn., and the other in San Diego, Cal.

In Danbury, the circuit will dispose of its Empress when the new house is completed. SW has no theatre at present in San Diego.

"BEHOLD A PALE HORSE"

Fred Zinnemann again proves he is a master film-maker with a brilliant sense of the dramatic. This Columbia film will keep audience attention riveted on the screen from beginning to end. It is suspenseful and exciting entertainment.

Regardless of what some free-wheeling critics may have to say, anyone paying to see this super-charged drama will get more than his money's worth. Gregory Peck delivers another notable performance, something we have come to take for granted from this remarkable actor. As his antagonist, Anthony Quinn matches him with a brilliant portrayal. Holding his own with these two cinematic giants is Omar Sharif, a welcome new face and a sure bet for even greater stardom.

Exhibitors can confidently offer paying customers a money-back guarantee on this one. Fred Zinnemann, who helped the screen grow up with "FROM HERE TO ETERNITY" and "HIGH NOON," has done it again.

"BEHOLD A PALE HORSE" is a memorable motion picture.

JAY EMANUEL

BROADWAY GROSSES

"Molly" Still Leads Parade

NEW YORK—Led by Radio City Music Hall, Broadway grosses indicated average business for this time of the year. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break down was as follows:

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with stage show, did $97,000 Thursday through Sunday, with the ninth week sure to hit $150,000.

"NIGHT OF THE IGUANA" (MGM). DeMille garnered $18,000 on the sixth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 43rd week was $17,865.

"THE SEVENTH DAWN" (UA). Astor claimed the second week was $14,000.

"BEHOLD A PALE HORSE" (Columbia). Victoria stated the fifth week was $18,000.

"KISSES FOR MY PRESIDENT" (Warners). Criterion had $11,500 for the last five days of the fourth week.

"A HOUSE IS NOT A HOME" (Embassy). Rivoli reported $21,000 for the second session.

"I'D RATHER BE RICH" (U). RKO Palace attracted $12,000 for the second week.

"BECKET" (Paramount). Loew's State registered $19,500 for the second week on continuous policy and 27th week of the engagement.

"CIRCUS WORLD" (Paramount). Loew's Cinerama reached $12,500 for the 12th week.

U. Decca Set Dividends

NEW YORK—The board of directors of Universal declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on Sept. 28 to stockholders of record at the close of business on Sept. 17.

Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Sept. 30 to stockholders of record Sept. 16.

N. Y. Gets '65 WOMPI Meet

NEW YORK—The New York chapter of the Women of the Motion Picture Industry will play hostess to the international convention of WOMPI in September, 1965, at the Astor Hotel.

Among the New York delegates attending the WOMPI convention in St. Louis this year will be president Hilda Frishman (United Artists), Sadie Castanza (Triangle Theatres), Gertrude Pierce (Paramount), and Clara Cohn (United Artists).

Horwitz Leases Tilyou

NEW YORK—Veteran exhibitors Sam and Estelle Horwitz announce their long-term leasing of the Tilyou, Brooklyn, from the Tilyou interests.

Goldwyn Defends Sale To TV

Counters British Exhibs' Threat Of Boycott With Letters To Party Leaders Backing Free Competition

LOS ANGELES—Samuel Goldwyn has protested the boycott of his films by the British Cinematograph Exhibitors Association because he has licensed them for television in Great Britain in letters to the Association, the Rt. Hon. Sir Alec Douglas-Home, K.T., M.P., Prime Minister; The Hon. Harold Wilson, M.P., Leader of the Labour Party; The Hon. Jo Grimond, M.P., Leader of the Liberal Party; and Edward Heath, president, The Board of Trade, London.

Goldwyn accuses the Association of trying to block a "perfectly legitimate area of competition in exhibition. As far as I am concerned, the public has a right to the fullest freedom of choice as to the medium in which it wishes to view motion pictures, and I shall resist with all the power at my command any attempt to stifle that freedom. I will not be moved from what I believe to be right by any threat of retaliatory measures, no matter what the cost to me might be."

In his letters to the Prime Minister and the party leaders, Goldwyn said, "The action of the C.E.A. executive committee flies in the face of the economic fundamentals upon which trade and industry, in your country as well as in ours, are based. A boycott such as has been recommended is nothing short of an attempt at economic blackmail, which cannot be condoned in any society which believes in freedom of fair competition."

A spokesman for Samuel Goldwyn Productions said, "No American film producer has dared previously to sell his films to tv in Great Britain. Mr. Goldwyn's action in fighting the British exhibitors' association is basically a fight of principle for what he believes is right, but it could also result in over $100,000,000 in revenue coming to the other motion picture companies in Hollywood, who, up to now, have not dared to oppose the C.E.A."

63 Weeks For "Cleo"

NEW YORK — Twentieth Century-Fox's "Cleopatra" completed its 70mm world premiere engagement at the Rivoli here following a run of 63 weeks and five days.

The box office take for this period reached $2,554,373, according to Joseph M. Sugar, 20th-Fox vice-president in charge of domestic sales. During the run, 659,510 persons paid to see the film. The engagement was called one of the most successful ever presented in New York, with the average week's gross reaching $40,545. The largest weekly ticket sale was $82,767 in the fourth week following the opening on June 12, 1963.

The run of "Cleopatra" was the longest the DeLuxe Color attraction has had to the present.

Newsreels Aid Vote Drive

NEW YORK—The two nationally distributed newsreels, MGM News of the Day and Universal Newsreel, are giving full support to the "Register and Get Out the Vote" campaign sponsored by the American Heritage Foundation.

TOA Names Ann-Margret As '64 "Star of Year"

NEW YORK—Ann-Margret, one of the most widely acclaimed film discoveries of recent times, has been selected by the Theatre Owners of America as their "Star of the Year"—youngest new star ever to be accorded such an industry accolade.

Bestowal of the coveted laurel, announced by John R. Rowley, TOA president, augments the organization's program of giving appropriate recognition to promising new talent on the Hollywood scene.

The actress will be presented the award at the President's Banquet to conclude TOA's annual convention at the Conrad Hilton Hotel in Chicago on Oct. 2.

Embassy Names Matofsky To European Ad-Pub Post

NEW YORK—Embassy Pictures has appointed Harvey Matofsky as advertising and publicity manager for Continental Europe, it was announced by Joseph E. Levine, president.

MATOFSKY

The appointment reflects the expanding international operations of Embassy Pictures, Levine noted.

Matofsky will headquarter in the company's Rome office, headed by Luigi J. Zaccardi, superviser of Continental European operations, and he will function through the Embassy home office in New York.

Since March, 1963, Matofsky has been on Embassy's publicity staff, based in Rome, working on such Levine-Carlo Ponti pictures as "Yesterday, Today and Tomorrow," "The Empty Canvas," and "Marriage—Italian Style."

Previously, Matofsky was advertising director for Charles Schneer's Morningside Worldwide Productions; with Embassy's home-office publicity staff; with United Artists; and was associate editor of the Independent Film Journal.

Creative Group Joins Col.

HOLLYWOOD — Mike Frankovich announced that a deal has been closed by Columbia Pictures with Creative Group Productions.

Headed by Norman Maurer, who will function as the producer, the company will be responsible for the production of a balanced program of specially conceived and prepared feature films.

The primary emphasis will be placed on the utilization in all of these films of the many young players, writers, directors, and producers from other media whom Columbia has been attracting to its rapidly expanding studio operation.

11 Majors Will Release 138 Features To April

NEW YORK — Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, at a trade press luncheon at AB-PT headquarters, announced in his new "orderly distribution book" that 138 features will be released by 11 major distributors from September through April of 1965.

The high quality of the product was stressed by Hyman in support of his confidence that business would improve.

The schedule was compiled by Hyman on the basis of conferences with distribution executives of the 11 companies.

Hyman said that he had requested the distributors "to open pre-Christmas with such pictures as they believed had staying power, but if they did not believe them to have the quality, not to open before Christmas."

He disclosed that, in the belief that "the availability of more quality product in September and October of this year will mean a great deal to our industry," AB-PT plans "to do our utmost at the grass-roots level with the quality product being afforded us and to prove to the distributors that quality product can be successfully released in this period."

AB-PT is launching an eight-week drive to push the September - October product, Hyman said, with plans calling for a "working meeting" of AB-PT's northern affiliates in Minneapolis on Oct. 5-7.

Filmways Names Calley

NEW YORK—John Calley, vice-president of Filmways, Inc., for the past four years, has been named to the newly created company post of executive vice-president, it was announced by Martin Ransohoff, chairman of the board.

Before joining Filmways, Inc., Calley was vice-president in charge of radio and television for the Ted Bates Advertising Agency and a production executive with Henry Jaffe Enterprises. The youthful executive also has held several important positions at NBC, including assistant head of network programming, director of nighttime programming, and director of program sales.

Currently, Calley is producing the company's "The Loved One" with Haskell Wexler, which MGM is releasing as part of its multi-million dollar production association with Filmways.

Kirshner Heads Col. Music

NEW YORK—A. Schneider, president of Columbia and Screen Gems, Inc., has announced the appointment of Don Kirshner as president of the music division of Columbia Pictures-Screen Gems.

Kirshner, who has been serving as executive vice-president in charge of the music division of Columbia Pictures-Screen Gems, has been signed to a seven-year contract in the newly-created post. He joined Columbia in May, 1963, when Columbia acquired the assets of Aldon Music-Dimension Records, of which Kirshner was one of the principals, in a multi-million dollar deal.

Kurtzman To Exec Post With Durwood Theatres

KANSAS CITY—Charles E. Kurtzman, former general manager of Loew's Theatres, joins Durwood Theatres, Inc., here on Oct. 1. Announcement of this new affiliation is made by Stanley H. Durwood, President of the Durwood Circuit, who, with his brother, Richard M. Durwood, are leaders in exhibition and real estate in Missouri and Kansas with multiple operations in downtown Kansas City.

Kurtzman, who will serve in an executive capacity with the Durwoods, has been on the west coast since May after severing a 26 year application with Loew's. He was general manager at the post five years and prior to that, division manager at Boston for 19 years for New England, upstate New York, and Canada. Earlier, he was with Fanchon and Marco as a partner in St. Louis.

On the west coast, he has been surveying shopping centers and other areas for the formation of a company to construct smaller type theatres. He also has been serving as coordinator for the Will Rogers Hospital and O'Donnell Research Laboratories for which he was national exhibitor chairman from 1939 to 1964. Originally a native San Franciscan, he returned to the west coast in May to become general manager of The Edlyn Enterprises, headed by Jacquelyn Schlaes, with theatres and real estate interests in San Diego and Los Angeles, but before getting into the actual operations he cancelled the deal.

Josephs Heads Magna Sales

NEW YORK—Joseph Emerson, vice-president in charge of sales of Magna Pictures Corporation, announced the appointment of George M. Josephs as general sales manager of Magna.

Josephs spent many years in top home office sales posts with Columbia Pictures, including major circuit sales manager and director of national sales for Samuel Goldwyn's "Porgy & Bess." He left Columbia in 1961 to join Astor Pictures as vice-president in charge of sales.

20th-Fox Ups Wiemann

NEW YORK—George Wiemann has been appointed controller of 20th Century-Fox Film Corp., it was announced by Seymour Poe, executive vice-president. The appointment fills the vacancy left by the recent resignation of Robert McElfresh.

Wiemann, who joined 20th-Fox in December, 1962, as assistant controller, previously was with William Skinner and Sons, a textile firm, where he served for four years as controller. From 1952 through 1958, Wiemann was with Bates Fabrics, Inc., as corporate secretary, controller, and a member of the board.

Adler To Para. Studio

HOLLYWOOD—S. L. (Stretch) Adler, former vice-president and general manager of KTLA and an executive of Paramount for the past five years, has been assigned to the studio, it was announced by Jack Karp, vice-president in charge of the studio. In addition to his other duties, Adler will assist Frank Caffey in securing outside productions in both television and feature films, said Karp.

$50,000 MGM Domestic Sales Drive Marks Big 40th Anniversary Push

NEW YORK—As a part of its mammoth world-wide 40th anniversary celebration, Metro-Goldwyn-Mayer will conduct a $50,000 domestic sales drive beginning Oct. 30 and extending through March 18.

The announcement was made by MGM vice-president and general sales manager Morris Lefko, who described the drive as "the largest and most intensive single sales effort in the history of the company."

MGM's 30 domestic branches will be divided into three categories according to size, Lefko announced, with the first prize of three weeks' salary, second prize of two weeks' salary, and a third prize of one week's salary going to the branches in each category that show the largest increase in sales. Every employee in the winning branches will participate in the cash prizes, as will the field press representatives assigned to the various divisions. A separate contest will be conducted for the six Canadian branches.

Prizes of three weeks' salary and two weeks' salary will be awarded to the two division managers whose divisions score the highest overall increase in total sales during the 20-week contest period. In addition, the branch manager or division manager who has the most outstanding individual performance will receive an all-expenses paid European vacation for two.

"We have just completed the most successful summer in our history," commented Lefko, "and we have the product to achieve an equally outstanding record during the fall and winter period."

Films scheduled for release during the 20-week sales drive include "Lili," which has recorded outstanding business in its return engagement at the Trans-Lux 52nd Street, New York; "The Outrage," scheduled for release during the Thanksgiving period; "Joy House," which stars Alain Delon, Jane Fonda, and Lola Albright; "The Swinging Set." The Animals and The Dave Clark Five; "The Americanization of Emily," MGM's Christmas-New Year's release; "Your Cheatin' Heart," the story of country and western singing star Hank Williams; "Quick Before It Melts," which stars Robert Morse and George Maharis; "36 Hours," starring James Garner, Eva Marie Saint, and Rod Taylor; "The Rounders," starring Henry Fonda and Glenn Ford; and "The Loved One," which will have simultaneous world premieres in New York and London in March.

Beginning in Boston, Lefko will conduct a series of merchandising conferences designed to acquaint branch and division managers with the sales drive. Assisting Lefko will be assistant general sales managers Lou Formato and Herman Ripps, and Mel Maron, roadshow manager.

Meetings will also take place in Detroit, Sept. 17-18; New Orleans, Sept. 21-22; and on the west coast, Sept. 28-29.

MGM Registers Best Summer Season Ever

NEW YORK — Metro-Goldwyn-Mayer amassed world wide film rental revenues of over $4,000,000 for the period Aug. 21 to Aug. 31, bringing to a close the most outstanding summer season in the company's history, MGM president Robert H. O'Brien announced.

This outstanding combined domestic and international 11-day total, O'Brien pointed out, completes a record-breaking fourth quarter gross figure. The company already had exceeded the $3,000,000 mark in world wide film rental grosses five times in eight weeks, beginning with a $3,350,000 figure recorded for the first week of July.

Carroll Baker To Star As "Harlow" For Levine

HOLLYWOOD—"Jean Harlow," a major motion picture based on the stormy and controversial life of one of Hollywood's greatest screen stars, will be filmed by Joseph E. Levine in association with Paramount Pictures Corporation, with Carroll Baker signed to portray the title role.

The production is a part of the 23-film association recently announced by Levine and Paramount, at which time Levine stated that two of the properties could not be revealed because legal details had not yet been worked out. One of these properties, Levine said, was "Jean Harlow."

In naming Carroll Baker to the starring role, Levine said, "'Jean Harlow' presents the tailor-made vehicle for Carroll Baker's fiery talents and is the logical successor to her role of Rina in 'The Carpetbaggers,' the biggest grossing non-road-show film in history."

The film, to be personally produced by Levine, will be a faithful translation of Miss Harlow's life within the context of the period of her screen stardom. The picture will portray the actress as a victim of her times and her own celebrity.

MEADOWS THEATRE

Andy Sullivan, MGM exploitation manager, presents checks to J. H. Landerer, manager, Century's Meadows Theatre, and J. T. Jackson, manager, Century's Roosevelt Field Theatre, two of the winners of MGM's "How The West Was Won" theatre managers' exploitation contest.

Academy Names LeRoy

HOLLYWOOD—Addition of Mervyn LeRoy to the awards program committee of the Academy of Motion Picture Arts and Sciences has been announced by Arthur Freed, president.

Boston Editor Tells TONE Meeting How To Battle Censors, Vigilantes

PLYMOUTH, MASS. — Over 400 TONE members and their guests heard battle calls to stand up against censorship of films, to fight pay television, and to showmanship, sounded by keynoter Joseph E. Levine and reported Sept. 2 in MOTION PICTURE EXHIBITOR. At the start of the three-day convention, they heard a Toronto, Canada, concession executive outline a plan for gaining more revenue in theatres by aisle vending carts at the interlocking eastern regional conference of the National Association of Concessionaires at the Mayflower Hotel.

"Don't be panicked into giving in to the censors," Anson Smith, chief editorial writer of the Boston Herald, warned the theatre operators. "Continued knuckling under to local censors and vigilante groups, and the harsh fact is that a good many theatre operators do knuckle under, will greatly diminish the quality of motion pictures shown. It's bound to, just as in the newspaper business, an unwillingness to risk libel in every last edition will turn a lively and informative newspaper into a dull and stupid one in very short order."

Smith, whose editorials have combatted a wave of censorship which has been plaguing operators in New England in the last six months, said: "I don't believe any of you think that a business grown dull and stupid is going to last very long. People can get all the dullness and stupidity they want by staying home and watching television.

"Of course, there are risks in standing up and being counted against the censors," he continued. "But, again, don't be panicked into giving into them. Your lawyer may have a trick or two up his sleeve to see that you keep your license while you go through the process of fighting the censor, whether out of court or in it, if that becomes necessary.

"Now, I'm here today to tell you how to make the big decisions in the field of film censorship—to give you the big picture—to tell you why I think it is wrong, what it may do to you and your customers and even to your children who will carry on after you've gone. And what, in a general way, you can and should do about it.

"But, I'm not a lawyer, and even if I were, I could not advise you on what to do in a particular case of censorship or attempted censorship in one of your motion picture houses. I can only advance suggestions for you to consider—possible courses of action—if and when you find yourself under the gun of the local censor or the local vigilante organization. It will be up to you and your lawyer to make that little decision on whether to stand up and fight or live to fight another day. But I do think you will have to decide to fight sooner or later, or you yourselves may be the biggest losers.

"Let's get down to some specific questions about censorship. First, would any motion picture you might ever have occassion to show in your motion picture houses be legally censorable?

"The answer is almost certainly no.

"The United States Constitution, which even the lowliest constable in the lowliest village in the Union is bound by oath to support and obey, protects motion pictures just as surely as it protects newspapers and the man who mounts the soapbox to denounce City Hall.

"It was not always thus. Back in 1915, the U. S. Supreme Court held that films had nothing to do with the constitutional protection for free speech. But by 1952, this interpretation of the constitution had been completely reversed. The Supreme Court declared: 'Expression by means of motion pictures is included within the free speech and press guaranty of the First and Fourteenth Amendments.'

Seen at the recent Theatre Owners of New England convention at Mayflower Hotel, Plymouth, Mass., were "Sis" Shapiro, Concession Enterprises, Boston; Joseph E. Levine, president, Embassy Pictures; and Carl Goldman, coordinator of TONE.

"What has changed the court's view? Motion pictures have come of age, for one thing.

"The court said: 'Motion pictures may affect public attitudes in a variety of ways ranging from direct espousal of a political or social doctrine to the subtle shaping of thought which characterizes all artistic expression. The importance of motion pictures as an organ of public opinion is not lessened by the fact that they are designed to entertain.'

"But of course there is one form of expression, whether it be found in print, in speech, or on the screen—which is beyond the pale of the constitution. This, as you know, is obscenity. Obscenity, the court said seven years ago in the Roth case, is the one censorable form of expression because it is 'utterly without redeeming social importance.'

"The Roth decision also attempted to establish a standard for drawing a line between the obscene and the non-obscene. Material is obscene if 'to the avereage person applying contemporary community standards its dominant theme appeals to prurient interest.'

"I would doubt most seriously that any film shown by any person in this room had a 'dominant theme' appealing to 'prurient interest,' or was 'utterly without redeeming social importance.' I think we all know what sort of a picture that is. As Supreme Court Justice Stewart said, concurring in the court's recent finding that the French motion picture, 'The Lovers,' was not obscene under the Roth test: 'I have reached the conclusion . . . that under the First and Fourteenth Amendments, criminal obscenity laws in this area are constitutionally limited to hard-core pornography.'

"The question that next arises, I think, is what can you do when the local constable or other licensing authority comes around and orders you, or 'advises' you, which is really the same thing, to stop showing a film or to make cuts in it?

"Again, I want to emphasize that I am no

(Continued on page 16)

Detroit's Grand Circus To Nicholas George Circuit

DETROIT—Grand Circus Theatre, a 1,400-seat downtown first run house long operated by United Detroit Theatres, has been taken over by Nicholas George Theatres which will continue first-run policy.

Woodrow R. Praught, president of UD, cited "changing patterns in the release of major first run motion pictures" as the reason for decision to reduce chain's downtown first run houses from four to three. Remaining are the 4,926-seat Michigan, 2,995-seat Palms, and 1,408-seat Madison.

Praught said the chain is "looking forward to the acquisition of additional new theatre operations in new population centers in the greater Detroit metropolitan area to augment its present holding of deluxe neighborhood theatres."

Praught added, "We will pursue more aggressively than ever the policy of promotion downtown as the showcase for exclusive first-run quality motion pictures, and in our remaining downtown theatres, we have three of the finest in the country with which to spearhead such a promotion. We will cooperate fully with the new operators of the Grand Circus, as well as the other downtown exhibitors, to promote the present and future health of the theatre business in the center of the city. The more of us there are pulling together on this project, the more certain its successful outcome will be."

Col. On Mexican Upswing

NEW YORK—Mo Rothman, executive vice-president of Columbia Pictures International, reported that film business prospects were on the upswing in Mexico.

Rothman said that in discussions with Juan Pellicer, head of the Operadora, government-controlled circuit, the Mexican official was hopeful that an admission price increase might be approved after the newly-elected administration takes office in December. Prices in Mexico City are now pegged at a four pesos (32 cents) maximum, except for a few special pictures that are allowed five pesos and one 70mm theatre that charges eight pesos.

The Columbia executive also pointed out that the current business level is such that he expects Columbia to hit $2.5 million in the territory in the current fiscal year, more than double the billings level of any other American company.

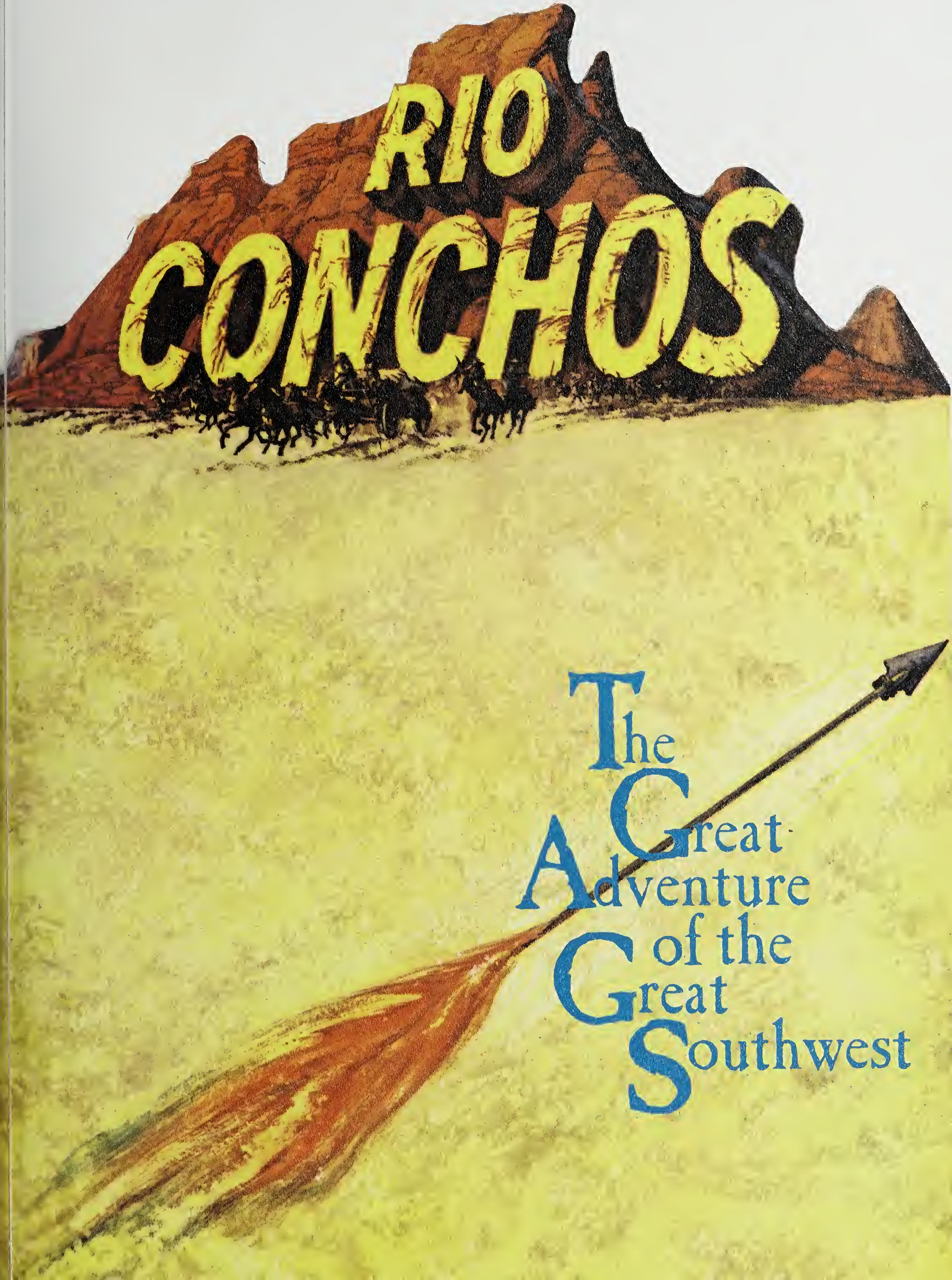
Mirisch Promotes Mirenda

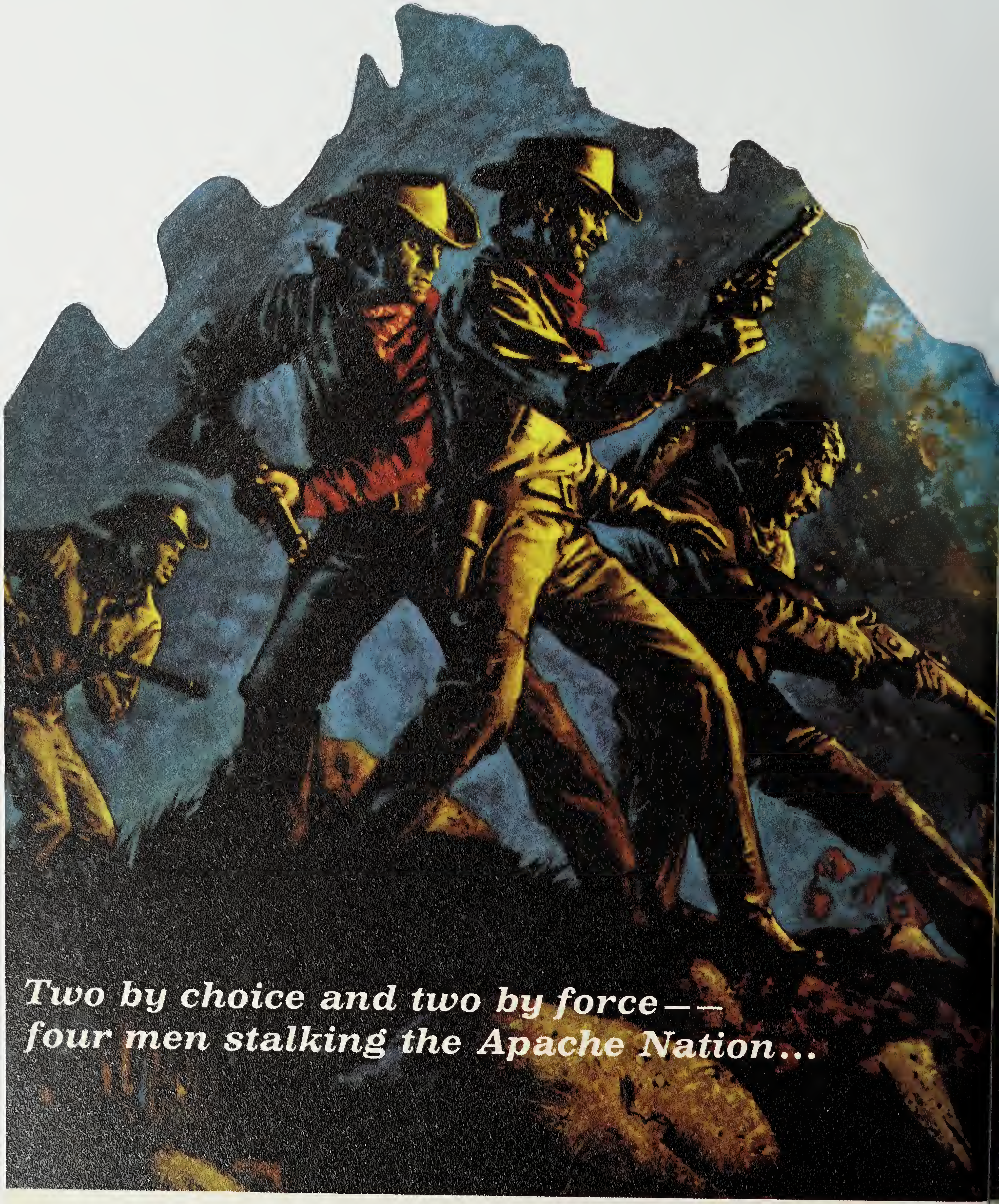
NEW YORK—William Mirenda has been appointed New York representative of The Mirisch Corporation for sales and distribution, it was announced by Harold J. Mirisch, president.

Mirenda has been with the Mirisch organization for many years, first as aide to David E. "Skip" Weshner and later to Guy Biondi who recently resigned. Ed Aaronoff has previously been announced as The Mirisch Corporation's eastern publicity director.

MPEAA Names Perkins

NEW YORK—Ralph Hetzel, acting president of the Motion Picture Export Association of America, has announced the appointment of Robert V. Perkins as assistant to Irving Maas, vice-president in charge of the Australasian area.


RIO CONCHOS
The Great Adventure of the Great Southwest



Two by choice and two by force——
four men stalking the Apache Nation...

-STARRING		INTRODUCING	PRODUCED BY	DIRECTED BY	SCREENPLAY BY
M BROWN	WARNER ANDERSON	WENDE WAGNER	DAVID WEISBART	GORDON DOUGLAS	JOSEPH LANDON and CLAIR HUF

20th CENTURY-FOX presents

STUART WHITMAN

RICHARD BOONE

TONY FRANCIOSA

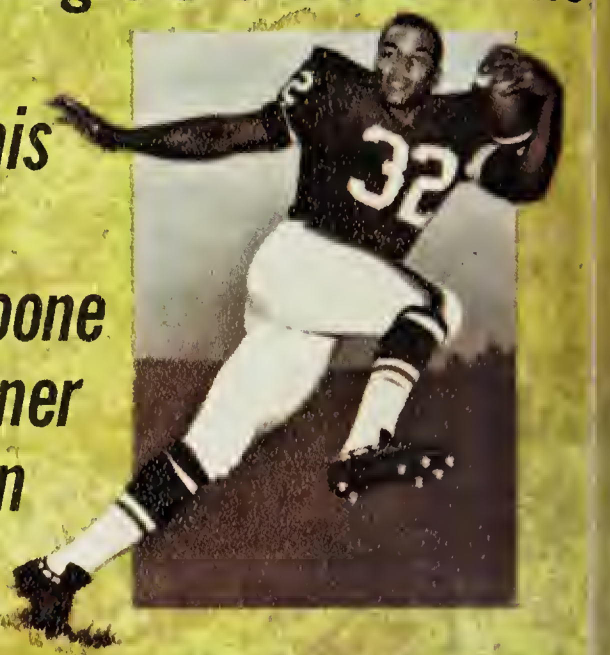
RIO CONCHOS

RRING
MOND O'BRIEN
as "Pardee"

COLOR BY DE LUXE CINEMASCOPE

Giant Showmanship Kicks Off The Giant Adventure!

Gala World Premiere Cleveland, October 23, saluting Cleveland Browns great full-back JIM BROWN in his film debut! Stars Richard Boone and Wende Wagner join the in-person salute!



FOLLOWED BY CROSS-COUNTRY AREA SATURATIONS IN NOVEMBER

And It's Solidly Supported The Big 20th Way!

Massive Newspaper and Radio-TV Campaign featuring Special 2-color co-op ad...and Special Jim Brown TV Interview

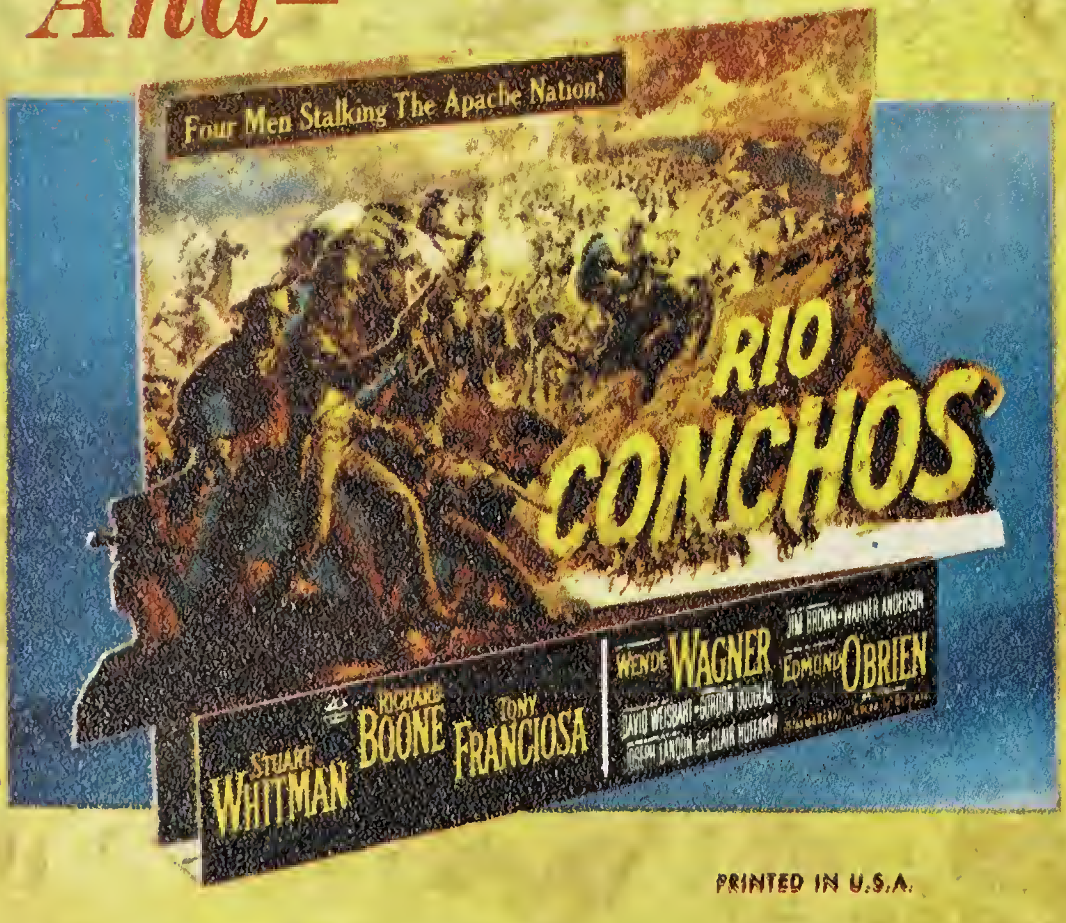
Richard Boone coast-to-coast P.A. Tour for that valuable on-the-spot showmanship

Gold Medal Pocket Book available for local level store tie-ins

Rousing Theme from RIO CONCHOS to blanket the air waves for exciting all-out music promotion

Action-packed full-color Comic Book geared to the all important teen market...and set to hit newsstands one month ahead of playdate!

And–


Four Men Stalking The Apache Nation!
RIO CONCHOS
STUART WHITMAN
RICHARD BOONE
TONY FRANCIOSA
WENDE WAGNER
EDMOND O'BRIEN
JIM BROWN · WARNER ANDERSON

GIANT SIX-FOOT THREE-DIMENSIONAL FULL-COLOR LOBBY STANDEE

with special electric flasher behind title.

ORDER NOW

at $25 each from 20th Century-Fox Exploitation Department!

PRINTED IN U.S.A.

Films Enrich Curriculum In Prince Edward County

NEW YORK—During the 1963-64 school year, the member companies of the Motion Picture Association of America have supplied to the Prince Edward Free School Association of Farmville, Va., 16mm prints of appropriate films to be shown to the classes and staff.

The Prince Edward Free School Association maintains four schools serving approximately 1,200 students, both negro and white, who have been deprived of public schools for four years as a result of action taken in Prince Edward County when all public schools were abolished because the Supreme Court decreed that schools should be integrated.

As a result of efforts taken by the Kennedy administration in 1963, private industry and a number of foundations providing funds and equipment to make possible the opening of the four schools comprising the Prince Edward Free School Association.

When the Free School project closed recently in August, W. D. Egerton, director of the audio-visual education department, wrote the MPAA and his comments express heartwarming appreciation for the efforts of the Motion Picture Association and its members. His letter stated:

"This has been a remarkable year for the children of the Free Schools. It has also been a tremendous year for the staff and community as well, for we shared the excellent motion pictures that were sent here.

"The Motion Picture Association of America has contributed immeasurably to our recreation and morale during the past year. The films widened the often limited and impoverished backgrounds of our culturally disadvantaged students—opening worlds that many had never known.

"The theatres are now open to *all* citizens in Prince Edward County who can afford the price of admission. This is a wonderful change from last year.

"It is a known fact that the Motion Picture Association of America has made thousands of friends here. The motion pictures that you and your organization sent here constituted the bulk of the entertainment during the year. I want to thank you again for your generosity, cooperation, and interest."

T-L Dividend Set

NEW YORK—The directors of Trans-Lux Corporation declared the regular quarterly dividend of 15 cents per share on the common stock, payable Sept. 25.

"Fun And Profit" Seen Apt Theme For National Allied Convention

DETROIT—Program plans for National Allied's 35th annual convention Oct. 19-22 are rapidly crystallizing. As things take shape, executive and convention director Milton H. London has coined a theme phrase, "Fun and Profit."

Last week, the following plans were set: James H. Nicholson, president, and Samuel Z. Arkoff, executive vice-president, American International Pictures, agreed to host a celebrity luncheon Wednesday, Oct 21. The company will import "a dozen or more" Hollywood stars, who will appear in a production tagged "Starburst of Youth for the World's Young at Heart." The luncheon will be strictly a fun event.

On a more serious note, Burton E. Robbins, National Screen Service Corporation president, announced his concern will sponsor a merchandising luncheon Thursday, Oct. 22. The program will be directed by NSS general sales manager Mel Gold.

Both "Fun and Profit" will be combined at a creative management clinic, a two-hour presentation conducted by marketing motivation psychologists Fred Klemp and Dr. G. Herbert True.

The show includes hypnosis, audio-visual aids, motion pictures, slides, tape recorders, sound effects, fire, and magic.

Back in the fun department, the National Carbons division of Union Carbide Corporation will give a gala reception and cocktail party Thursday, Oct. 22. The NC hosts will be Rod Johnston, Bill Cosby, and Phil Freeman.

The cocktail party will precede the final banquet. The host will be The Coca-Cola Company.

Phil Silvers To Star In Allied Convention Show

DETROIT—Phil Silvers will star at a dinner-nightclub party at the National Allied convention here Oct. 19-22. Party will be sponsored by Pepsi-Cola and will be held at the Windsor (Ontario) Casino with more than 1,000 theatre owners and wives expected to be in attendance.

Other pre-convention news concerned the announcement that major film companies will show trailers of upcoming features following a reception and dinner in the headquarters Sheraton-Cadillac Hotel.

WB, Webb Settle Suit

BURBANK, CALIF.—President Jack L. Warner announced that Warner Bros. and Jack Webb had settled Webb's suit over interpretation of his contract, on a basis benefiting both sides. Under the new agreement, Webb will receive benefits under the original contract, and will be free to develop his own television and feature projects at Warner Bros. or elsewhere as he chooses.

The settlement pact also provides that Webb will produce and direct Warner Bros. multimillion dollar production of "The Sentries," based upon the Evan Hunter novel, and that Webb will receive additional compensation for the feature film.

Goetz To Seven Arts

NEW YORK—William Goetz has joined Seven Arts Productions as a vice-president in the motion picture division of the company, it was announced by Seven Arts co-heads Ray Stark and Eliot Hyman.

The new vice-president will headquarter at the company's west coast offices to supervise and coordinate Seven Arts' rapidly expanding world-wide film production program. In addition to his supervisory capacity over upcoming productions, Goetz will also personally produce pictures under the Seven Arts banner.

Attending a recent screening of Columbia's "The NEW Interns" at a screening room in Indianapolis, Ind., were first row, left to right, Murray L. Devaney, branch manager; Abe Baker, Baker Booking Service; middle row, Martha Kelly and Sherry Langsford, two members of Kelly Girl Service, Inc.; Nick Adams, who was in town appearing in summer stock; Don Melovin, Jr.; Don Melovin, Sr., who is featured on a daily hour show on WLWI-TV; and back row, Bill Webster, son of Columbia salesman Paul Webster; Paul Webster; and Mrs. Voight, owner, Westlake Drive-In, where the film was playing.

Kolinski To Slotnick Circuit

BUFFALO—Anthony T. Kolinski recently resigned as manager of the Buffalo branch of Warner Bros. Pictures to accept a position as executive assistant to the president of Slotnick Enterprises, Syracuse, N. Y.

Included in Kolinski's duties is the supervision of three first-run drive-in theatres in Syracuse and 25 Carrols Drive-In Restaurants in New York state.

Kolinski started with Warner Bros. as a booker in the Milwaukee branch in 1953, leaving that company to accept a sales position with Universal in 1956. He rejoined Warner Bros. as office manager and salesman in August, 1958, and was promoted to branch manager in Buffalo in January, 1961.

Hetzel To Europe

NEW YORK—Ralph Hetzel, acting president of the Motion Picture Association of America, departed for a brief trip to Paris and London.

Besides visting the Motion Picture Export Association of America offices in Europe, Hetzel, as president of the International Federation of Film Producers Associations, will meet with officials of this organization to set up plans for the coming year. He also plans to meet with Eitel Monaco to discuss recent film developments in Italy.

Hetzel will be joined by William H. Fineshriber, vice-president, MPEAA. Fineshriber will be making further studies of the television market in Europe.

The NEW YORK Scene

By Mel Konecoff

WHEN WE LAST SIGNED OFF IN THIS SPACE TO TAKE A BIT OF A HOLIDAY, some fink reported on how some doctors we know insisted on getting to the bottom of a few things in our make-up. Anyhow, before we could actively resist, we were flat on our backside protesting the use of all kinds of torture-like implements such as foot-long needles, hammers, drills, saws, and odd-shaped razor blades.

But let's backtrack a bit. Before being dragged into the institution of healing, we decided to make a nostalgic stop in the office where we found American International's Ruth Pologe and assistant Jerry Cutler insisting that we come to lunch at Danny's Hideaway to hear how great their tv subsidiary was doing. And it was doing exceptionally well under the able leadership of distribution vice-president Stanley E. Dudelson.

WE THOUGHT WE WERE FINALLY HOSPITAL-BOUND WHEN METRO DANGLED a murder mystery with Magaret Rutherford as the Agatha Christie heroine, Miss Marple, before us. Since we're a sucker for such, we succumbed.

Anyhow, once in the hospital, Si Seadler asked us to come witness a scientific test involving Bunnies from the Playboy Club, who were going all-out to publicize MGM's "'Big Parade of Comedy." We're surprised Si didn't send them up to our hospital room, which would have raised temperatures all over the place. In addition, if Embassy's Harold Rand would have sent those babes who are crossing the country plugging "A House Is Not A Home," we would have been out of the place in record time.

As it was, there must have been a conspiracy of sorts because gals in white resembling Ann-Margret, Carroll Baker, Debbie Reynolds, Dorothy Malone, Lilli Palmer, Sophia Loren, Claudia Cardinale, etc., passed by our room on errands of mercy to others on the floor. We, on the other hand, were pawed, jabbed, and patted by types resembling Elsa Lanchester, Marjorie Main, Hermione Gingold, Boris Karloff, and the late Peter Lorre.

WE TRIED TO GET BACK TO HEAR AB-PT'S ED HYMAN'S LATEST SCOOP ON his wonderful efforts in the orderly release battle, but our doctor and our weakened condition nixed it. So to Ed we say—you owe us one of your very fine lunches in the Goldenson inner sanctum. Variety chief Jack Levin phoned us at the hospital to find out if he should send an ambulance to get us to a crew meeting, but we declined with thanks as sirens generally make us nervous.

Anyhow, that's that. Hope we'll be a little more coherent next week and our thanks to the many well-wishers. Especially to Ruth Pologe and Jerry Cutler for a gorgeous plant so huge that it must have once been used for "Jack and the Beanstalk."

BOSTON EDITOR •

(*Continued from page 10*)

lawyer. And no two cases are alike. But first of all you might consider the polite approach.

"Tell him, or have your lawyer tell him, that he is exceeding his authority; that you are negaged in perfectly legal conduct; that your business is just that—your business. Tell him—again if your lawyer thinks it appropriate—that his efforts to suppress the showing of your motion pictures by either express or implied threats to have your license withdrawn may place him in violation of the Civil Rights Act, under which Federal Court injunctions may be granted against him and damages imposed upon him. Remind him that he is illegally trying to impose his standards of morality, rather than obey constitutional standards, at your personal expense.

"Boycotts and other hostile activities by private, vigilante groups present different problems. Private individuals and groups of course have a right to express their own opinions, to attempt peacefully to dissuade others from patronizing your theatres. The liberal Jesuit theologian, Father John Courtney Murray, has laid down what I think are excellent guidelines for such groups:

"1. Within a pluralist society each minority group has the right to censor for its own members the content of the various media and protect them from materials considered harmful according to its own standards.

"2. No minority group has the right to demand that government impose general censorship on any medium with a view to prohibiting the communication of materials judged to be harmful according to the specific standards of that group.

"3. Any minority group has a right to work toward the elevation of standards of public morality by persuasion and pacific argument.

"4. In a pluralist society no minority group has the right to impose its religious or moral views on other groups through methods of force, coercion, or violence.

"I would add, with the eminent lawyer Edward Bennett Williams and others, that these rules should apply to majorities as well as to minorities. Majorities have an even greater potential for tyranny than minorities.

"How you deal with private groups which attempt to interfere with your operations should, I think, be governed by a fair assessment of the manner of interference. It is narrow or broad? Is it pacific or is it violent? Again, your lawyer will have to advise you as to whether you can or should attempt counter-action.

"Lastly, I should like to set forth what I think are the likely consequences of a failure on your part to stand up—both collectively and as individuals—to all lawless efforts to interfere with your right to show your motion pictures and the public's right to see them.

"And one last word of advice. Don't hesitate to take your case to the nearest branch of the American Civil Liberties Union. I can not say too much for the busy and capable lawyers who give freely of their time to the work of this organization. Here in Boston, we have such excellent censorship fighters as Reuben Goodman, Gerald Berkin, Ed Barshak, Lou Nordlinger, Hill Homans, and many more. Wherever you may come from, I'm sure there are Civil Liberties Union men just as dedicated to the cause of free expression. It is a cause worthy, I know, of your own steadfast support."

Milton Stanzler, counsel for the American Civil Liberties Union, Rhode Island, told the convention of the successful fight TONE led against taxation of foods in Rhode Island drive-in theatres. "On Jan. 1, 1964," he related, "the tax administrator at Providence, R. I., adopted a new regulation, a tax on all foods whether served at drive-ins in cars or at stands. By quick action, he was informed that he had no right to broaden the law, and that the action would make policemen out of drive-in theatre operators. That tax was abandoned."

HIGHLIGHTS

The exhibitor who won the title as "longest traveling exhibitor to attend the TONE convention" was Julian Jablonow, Mid America Theatres, St. Louis. . . . George Roberts, Rifkin Drive-In Theatres, known as "toastmaster general of film row," added another laurel to his brow with the superb job as "roastmaster" at the annual TONE banquet, with verbal quips and sallies that made the huge audience of 400 roar with delight. . . . Two distinguished members made showmanship arrivals, Joseph E. Levine being ferried ashore from his $2,000,000 yacht, "Charay Mar II," and E. M. Loew, E. M. Loew Theatres, arriving in a white Cadillac with his booker, Dick Owens. . . . "Sis" Shapiro, Concession Enterprises, realized her ambition, to have her photo taken with Joe Levine. . . . George Kraska, Levine's "man in Boston," didn't make the boat ride out to the Levine yacht—there was only room enough for the photographers. . . . George had a big banner made up which furled across one side of the yacht, but as it happened, it was the side out to sea. Nothing daunted, George got the banner off, ferried it ashore, and had it stretched over the hotel steps and foyer for the Levine party to walk on. It said, "Welcome to the TONE convention." . . . Al Lourie, Lourie Theatres, surprised himself by winning a prize a golf. . . . TONE wives got a course in diet and exercise by slim Beverly Blair at the pool. . . . Comedian Everett E. Everett entertained both poolside and in the nightclub for TONE, while Teddy Bernard's orchestra played on and on. . . . Carl Goldman, executive secretary and convention coordinator, and lovely Miss Yarchin, secretary in charge of convention details, did yeoman work in keeping the big crowd of 400 on schedule and happy, and got a big vote of thanks from the convention committee. . . . Bud Edele, general manager of Embassy Pictures Corp., New York, flew in for the convention to meet TONE members and was introduced by Mal Green, president.

Solomon Joins 20th-Fox

NEW YORK—Burt Solomon has joined the publicity staff of 20th Century-Fox, it was announced by Mort Segal, publicity manager. Prior to joining 20th-Fox, Solomon was a member of the publicity staffs of Embassy Pictures, Astor Pictures, and United Artists, serving in various assignments including newspapers, syndicate, radio-television, and trade press contact. He entered the film industry in 1959 as a staff writer with UA.

Metcalfe Elected Head Of Ia.-Neb.-S. D. Allied

DES MOINES—Roy Metcalfe, owner, New World Playhouse and Times, Cedar Rapids, Ia., is the new president of Allied Independent Theatre Owners of Iowa, Nebraska, and South Dakota. Metcalfe was elected president succeeding Neal Houtz, who resigned due to a business move to Ohio.

Metcalfe was elected by a unanimous vote of the Allied board at a special meeting called to select a successor to Houtz.

Houtz recently sold his Firemen's theatre, New Hampton, Ia., to Ray Huffman and Ray Klenske, and has joined the Armstrong circuit at Defiance, Ohio.

As a move toward streamlining the Allied organization, the board voted to reduce the number of directors from 21 to 15. The office of chairman of the board also was eliminated.

The association also took a stand on daylight savings time, adopting a resolution urging that the question of daylight time be submitted to the people.

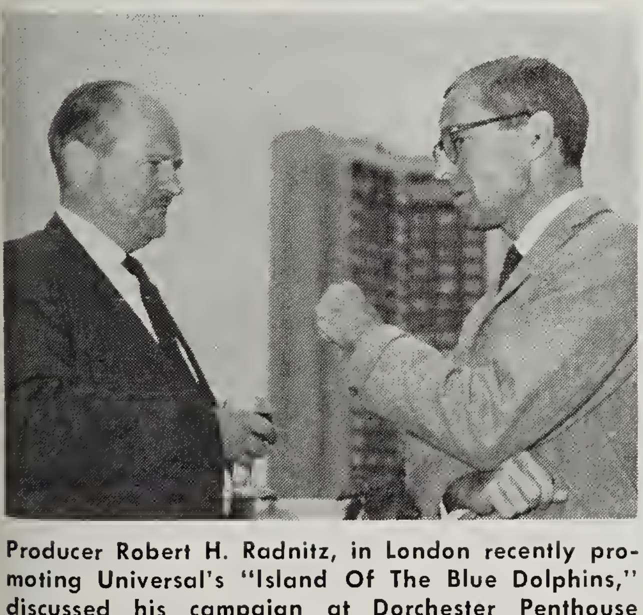
General Cinema Earnings Up

BOSTON—General Cinema Corporation reported a sharp increase in sales and earnings for the nine months ended July 31, as compared with the same period the previous year. Gross revenues, which reached an all-time high for the nine months, were $14,663,240, and produced net earnings of $807,028, equal to 88 cents a share on the 920,042 shares outstanding, Richard A. Smith, president, reported. This compares with sales of $10,802,964 and earnings of $537,130, equal to 58 cents a share for the same period a year ago. Net income in 1964 includes a non-recurring credit of $89,948 from the sale of an affiliate, equal to 10 cents per share.

"Biggest boost to our volume and profit picture," said Smith, "came from our expanding shopping center theatre division, where we now have 22 units in operation as against 12 at this time last year. At the same time, business in our other theatre divisions, including the drive-ins and regular suburban units, continued to make healthy gains."

Reade Heads IFIDA Dinner

NEW YORK—Walter Reade, Jr., chairman of the board of Walter Reade-Sterling, Inc., will head the International Film Awards Dinner-Dance to be held Jan. 19, 1965, at the Hotel Americana in New York.



Producer Robert H. Radnitz, in London recently promoting Universal's "Island Of The Blue Dolphins," discussed his campaign at Dorchester Penthouse trade press gathering with MOTION PICTURE EXHIBITOR's Jock MacGregor.

LONDON Observations

By Jock MacGregor

CONGRATULATIONS TO JOHN DAVIS. WHAT AN INCREDIBLE JOB HE HAS done with the Rank Organization! Through his inspired leadership, tremendous drive, and vision, he has put this ever growing corporation among the most respected in financial circles. Not content with announcing a record profit for the year of $44,528,400—an increase of $12,854,800—and an 18¾ per cent dividend (the equivalent to 37½ before the 100 per cent free issue) he states: "I can confidently predict a satisfactory increase in the Organizations profits for 1964/65 with, I hope, a consequent increase in dividends in line with our present policy of maintaining at least a two-fold cover, unless there are drastic alterations in taxation or in the economic position of the country. The years subsequent to 1964/65 will, I am convinced, show an even more exciting prospect." JD is entitled to be perky.

A $35,000,000 convertible loan stock will soon be launched by way of "rights" to shareholders to finance the planned program and obviate for several years the need to raise further funds, though certain projects may be financed by some form of loan. Rank is now in so many fields of entertainment, and beyond that, cinema activities contributed only 42 per cent of the total, compared with 49 per cent last year, though they were actually more profitable. Now the Man with the Gong emblem is seen outside ballrooms, hotels, restaurants, shops in the high street, gas stations, and many other establishments besides theatres.

FRED THOMAS' RANK DISTRIBUTION PUBLICISTS, SO ABLY LED BY CHARLES Young, have been working overtime. They have made us all really conscious of the presence of that very eager beaver, producer Robert B. Radnitz, who has been truly getting behind the European launchings of "Island of the Blue Dolphins." Special screenings have been held for interested groups, followed by discussions. Fred personally mustered the country's top bookers and entertained them at dinner. Selected critics, educational, and religious bodies saw it on other occasions. He has done an impressive preselling job, even though it does not seem possible for the film to be released before next year, such is the backlog. The trade press had their session at the Dorchester Penthouse. He is most dedicated to make films for the family without talking down to children. I wish he could have been here for the weekend to see the really fine pictures being produced by the Children's Film Foundation with their Eady Levy grant, and the admirable way the circuits and independents run their Saturday morning shows.

FRED'S BOYS ALSO HANDLED THE FINAL OF A BEAUTIFUL HAIR CONTEST which they promoted to boost Val Guest's "The Beauty Jungle." During the prereleases, star Janette Scott had heliocoptered around the resorts chosing a girl from each. As a result, 20 beauties paraded at the Woodford Kingfisher Club before a panel headed by Janette and the sponsors, the News of the World and Rosedale Hair Products, for a $1000 mink stole, cash, and other prizes. This was a fine effort handled mainly by Tom Richards and Fred Watson, and a special word of praise for their secretaries—either could have won the best hairdo prize! This is real showmanship. All too often, the staff on such occasions look as though they have fallen out of bed and give a terrible impression to competitors and guests. Next morning, the competitors went to Pinewood, and I went to the press show of the picture. Frankly, I am not sure why it was made! Easy on the eye with loads of swimsuited lovelies, punctuated with acute observation and good dialogue, and extremely well acted by Janette, Ian Hendry, and Ronald Fraser, it tells nothing new—the beauty contest racket was effectively exposed in Launder Gilliat's "Lady Godiva Rides Again" if anyone interested in the girls who are fool enough to participate and be exploited—and does not go far enough, though I gather the odd threatening solicitors' letter exists. I know I am mean for expressing these sentiments since so many friends worked on the picture but. . .

THE VARIETY CLUB'S 6TH CHARITY RACE MEETING WAS THE GREATEST. Blessed with brilliant sunshine, there was a bumper crowd to see the stars, races sponsored by such VCI benefactors as Sir Billy Butlin, Booths Gin, Ladbrokes, the longe established bookies, and, oh yes, The Beatles themselves. A raffle for a race horse and a brochure bolstered the take to some $50,000, and even though elder statesman Nat Cohen's horse was unplaced, most were delighted that the biggest race was won by The Queen, who I am sure was in Scotland watching on tv. Once again, George Arnold and Stanley Van Gelderen, Lyons Maid, hosted the Celebrity Tent for the stars and their customers. Of the greatest pleasure to the Crew was the Daily Express' subsequent leader holding up the meeting as an example of what can be done to brighten up racing, which is also suffering from falling attendances.

FOLLOWING SIR MICHAEL BALCON'S RESIGNATION AS BRYANSTON'S CHAIRman-managing director to devote his all to British Lion, which at long last looks active in production again, Aubrey Baring becomes chairman and Michael Shipman managing director. This is good news. Shipman has enormous experience and good will and has been wasting in the wilderness for too long. . . . Following the Sam Goldwyn sellout to tv here, the industry is further shocked that the pre-1948 Paramount output which MCA acquired has been sold to BBC 2 TV despite assurances that this would not happen. Russell Hadley has returned from a stateside vacation to face much ill feeling. Realistically, beyond the principle involved, one has to ask how many 30-year-old movies are competition to any other than the National Film Theatre. After 25 years, the censor has relented and placed "Snow White," which has been extensively booked for Christmas, in the Universal category, enabling the under 16s to see it unaccompanied by an adult. And talking of Christmas, the first invitation is to hand from Fred Thomas for his annual trade press lunch. . . . Despite the continuing hot summer (I know Jay Emanuel won't believe that it has hardly rained since he has left), which informed sources suggest has cost The Beatles "Hard Day's Night" some $300,000 alone, "Marnie" is proving a real turn-up for the book. "633 Squadron" is also beating the Sun. . . . The Mobile Cinerama show which is flourishing at the South Western resorts will set up for the winter at Nottingham with a repertory of Cinerama travelogs.

New...from EASTMAN

...Type A704 — the uniform magnetic sound recording film

HEAR THE DIFFERENCE: "R-type" binder—an entirely new, smoother, homogeneous oxide layer—reduces tape noise and intermodulation distortion.

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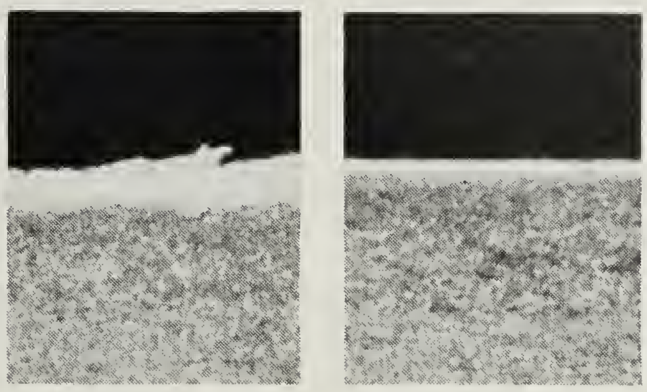
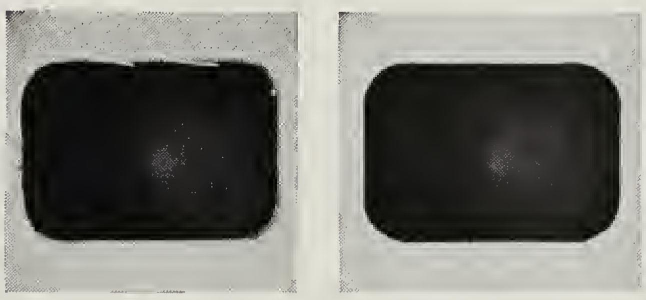


EDGE SLITTING exerts great influence on ultimate audio quality; uneven tracking introduces intermodulation distortion. Note loose particles on rough guiding edge shown in photomicrograph of conventional film *at left* compared to evenness of EASTMAN Magnetic Sound Recording Film *at right*.



PERFORATING affects audio fidelity. Note the superior perforations of the Eastman product *at right* compared to the uneven perforations of conventional film *at left*. Eastman perforating is known for quality, for conformance to high standards and for rigorous uniformity.

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ALBANY

The 38-year old Ritz was sold by Stanley Mark Strand Corporation to Maiden Lane Parking Corporation and a subsidiary, Rica Holding Company, for $175,000 and closed on Sept. 8. . . . Seymour L. Morris who booked "Dr. Jekyl's Weird Stage Show" into many Schine houses to fine business, has set the legitimate bedroom farce, "Pajama Tops" for the Paramount, Syracuse, the week of Oct. 21. . . . Charles L. Wheeler, property master of the local Variety Club and a representative of First Albany Corporation, has been appointed a vice chairman of the 1965 Community Chest-Red Cross Joint Appeal. A former vice president of Whitney Company, department store, he is a director of Albany area chapter American Red Cross and chairman of its awards and recognition committee. . . . The Beatles' United Artists' "A Hard Day's Night" played to beaucoup business in area theatres. . . . Dave Weinstein, managing director, Hellman, used a quotation from William Mooring's syndicated column in The Evangelist, in his ads on "Becket." . . . H. L. Gaines, Warner Brothers' branch manager, made a business trip to New York.

ATLANTA

Miss Jean Clark, formerly a member of Atlanta's Film Row, died following a heart attack. . . . Buster Peek, husband of Rosa Peek, AIP accounting department, was in the Piedmont Hospital for an eye operation. . . . The local WOMPI entertained 10 girls from the Atlanta Girls Club. . . . Gerald Hart, son of WOMPI Helene Spears, was married to Jackie Gamble. . . . The Holly, Holly Springs, Miss., closed in August due to integration problems, reopened as a private recreational club showing films each night. Membership fee is $5 per family and $3 per individual. . . . Bailey Theatres has moved into new offices at 207 Luckie Street. . . . Anite Wright left Embassy Pictures and is now with Bailey Theatres as a secretary after a trip to Nassau. . . . Oscar Howell, president, Capital Theatre Supply Company, is still on the sick list. . . . Mrs. Ruth Shirley, 66, long time employee of Paramount and Benton Brothers Film Express, died after a lengthy illness. . . . Simpson Operating Company, Inc., has moved its headquarters from Atlanta to Knoxville, Tenn., where it operates three first runs in the greater Knoxville area. . . . The Municipal Theatre Under The Stars at Chastain Memorial Park, Atlanta, played to 156,392 persons for six musical shows, according to Peter Stelling, president. . . . W. W. Hammond, Albertsville, Ala., owner of theatres in Albertsville and Decatur, Ala., won first prize in American International Pictures' 10th anniversary drive and received a $100 savings bond. His name also goes into a bowl at AIP home office in Los Angeles for a chance of winning a trip for two with all expenses paid to Hollywood for seven days. Second place winner was Mrs. Marguerite Stich, Atlanta, who won a $50 bond; and third winner was E. W. Fincher, Jr., who won a $25 bond. . . . Mrs. Franklin English, secretary at Paramount Pictures, has retired from the company. . . . Sibly Hudson, former with Paramount in Atlanta, joined with Embassy Pictures. . . . Mrs. George Roscoe, wife of George Roscoe, special TOA representative, died at her Atlanta home.

BUFFALO

Lou Lieser, manager, Buffalo Allied Artists exchange, was host at a luncheon meeting in the Statler-Hilton when Harry Goldstein, AA exploitation representative, chaired the conference on the merchandising of "Station Six-Sahara," which comes to the Center starting today (Sept. 16). Among those attending were John Durbin, AA district sales manager; Arthur Krolick, district manager, Paramount Theatres, Buffalo and Rochester; Edward Miller, manager, Paramount, Buffalo; Ben Dargush, manager, Center, Buffalo; C. B. Taylor, Paramount Theatres; George Simon, Dipson's Palace, Jamestown; Joseph Harmon, Hayman Theatres, Niagara Falls; Edward F. Meade, Meade Ad Agency; Mannie A. Brown, Tip Top Theatres and Mannie A. Brown Associates; and Phil Scoville, Scoville Enterprises, with headquarters in Le Roy, N. Y. . . . A $7,500 check from Tent 7, Buffalo Variety Club, representing profits from weekly Bingo games, was presented to Dr. Robert Warner, director of the Children's Hospital Rehabilitation Center. . . . Richard Burton's "Hamlet," a replica of the Broadway stage production in Electronovision, will be shown in Rochester at the Paramount, Stoneridge, and Capri. . . . Oct. 4 is doomsday for Loew's Theatre building in Rochester. The ornate structure that went up in the 1920's will come down to provide the site for a Xerox Corporation building.

CHARLOTTE

Morning theatre parties for women during the fall months were resumed by the Carolina at Winston-Salem, N. C. The once-a-week program are held on Wednesdays from 10 a.m. until 1 p.m., and include a feature film, special entertainment, and refreshments. The series will last for 10 weeks, according to Dan Austell, manager. This is the fifth year that the Carolina has conducted such parties for women.

CHICAGO

Richard Stern, Cinema theatre staff, and his wife are the proud parents of their second child, a son, Scott. . . . Tracy Lamb, operator, Howard, has taken over operation of the Kim. . . . Herb Martinez, branch manager of Universal, has named Beverly Paonessa to act as his secretary. . . . Si Griever named booking agent for the Michael Todd and Cinestage. . . . Paul Montague, publicist, is in charge of local campaign for opening of "A House Is Not a Home" at the Oriental on Sept. 25. . . . Myron Cominsky named assistant to Leo Brown, manager, Uptown. . . . Donnelly Klein and Harlan Decel are new operators of the Rose, Franklin Park. The house was formerly owned by William Lavin. . . . Imperial is now owned by 2529 Corporation. Buying and booking is handled by Della Gallo, Independent Theatres, Inc. . . . Fred A. Niles Communications Centers, Inc., announces that its swing sweep focus lens is now refined to a point where it is ready for use in all types of productions. . . . Some 60,000 persons are expected to view the Electronovision Theatre film preformance of "Hamlet" at the following theatres in this area Sept. 23-24 on a non-reserved seat basis: Beverly, Carnegie, Granada, Loop, Hamilton, Portage, Arlington (Arlington Heights), Lincoln (Chicago Heights), Mercury (Elmwood Park), Varsity (Evanston), State (Gary), Parthenon (Hammond), Hillside (Hillside), La Grange (La-Grange), Edens (Northbrook), and Old Orchard (Skokie). . . . Brotman-Sherman Theatre Circuit advertised the selling of the Aragon Building, recently purchased by them for amusement purposes. . . . Perry Lieber, press chief for 20th Century-Fox, was in the city to visit his ad-men sons, Chuck and Perry, Jr., and his grandchildren. . . . Frank H. Arlinghaus, 62, Rumson, N. J., founder and president of Modern Talking Picture Service, Inc., passed away. The company he headed specialized in educational motion pictures for theatres, tv stations, schools, and industry.

CINCINNATI

Cincinnatians were "Beatled" for two weeks, first with the film "Hard Day's Night" at a number of area houses and then "in the flesh" for a performance at the Gardens. . . . Times, playing "Pink Panther," is entertaining the long lines of waiting customers with an accordionist and a quipping comedian. . . . Mark Ferrazza, four-year-old son of Carl Ferrazza, Universal field man, is convalescing nicely from major surgery. . . . Tri-State Theatre Services is booking and buying for Dixie Drive-In, Williamsburg, Ky. The drive-in formerly owned by Foster Lane was moved to a different location in the town by new owner, James Botner.

COLUMBUS, O.

Manager Ed McGlone, RKO Palace, will turn over the theatre to the Republican state convention for an all-day session tomorrow (Sept. 17). . . . Larry Parks will appear in the cast of the touring company of "Any Wednesday," opening Oct. 12 at the Hartman. . . . Planning commission of suburban Whitehall is studying a proposal to amend rezoning laws of the community to permit erection of an indoor theatre. It is reported that a 1000-capacity house may be built at E. Broad street and Yearling road.

DALLAS

The premiere showing of Walt Disney's "Mary Poppins" on Oct. 22 at the Esquire will be a benefit performance for the Greek Orthodox Educational Building Fund. . . . Services were held here for Charles J. Freeman, 83, retired executive booker for Interstate Theatres. He had been booker with the circuit since 1939. He was previously a booker in Syracuse, N. Y., and was with RKO circuit. Survivors include his widow, four sons, a brother, two sisters, and 10 grandchildren. . . . Leon Abrahams, booker for the J. G. Long Theatres, has recovered from a lengthy illness. . . . Dallas Variety Club chief barker Joe Jackson presented Sunshine Coaches to the Cerebral Palsy Treatment Center and to the Caruth Memorial Rehabilitation Center. On display was the first Sunshine Coach presented to Brother Bill Harrod, which was renovated. The club is planning on Sunshine Coach No. 4 and will sponsor the premiere showing of "My Fair Lady" in November to raise funds for the purchase of the special bus. . . . Julie Andrews one of the stars of Walt Disney's 'Mary Poppins' is scheduled to be a visitor here in behalf of the opening on Oct. 21. The film opens the following day at the Esquire. . . . The McLendon Corp. plans a five million dollar expansion program which will place the Dallas-based firm deeper into the radio and theatre business. Board chairman Barton McLendon and president Gordon McLendon revealed the following expansionary moves: Construction, starting immediately, of a 2,000 car twin D-I, to be built on 28 acres of land bought at a cost of $840,000, with screens at both ends; construction of a 1,000 seat theatre in the Park Forest Shopping Center here; construction on a 1,000 car

D-I in Buffalo; two additional D-I's in the Dallas area and one on the Fort Worth area. The McLendon Corp. currently operates 20 theatres— one in Oklahoma, one in Louisiana, and 18 in Texas. Purchase is also planned of two FM radio stations, one in San Francisco and one in Chicago. . . . Dorothy Culp, United Artists contract department, became the bride of Joel Turaro in Fort Worth, Tex., where the groom is a disc jockey. He was formerly with WNJR, New York. . . . Hollywood film star Barbara Eden was in to discuss two Columbia pictures, "The New Interns" and "Ride the Wild Surf." . . . Lee Sharron has joined the staff of Metro-Goldwyn-Mayer.

DENVER

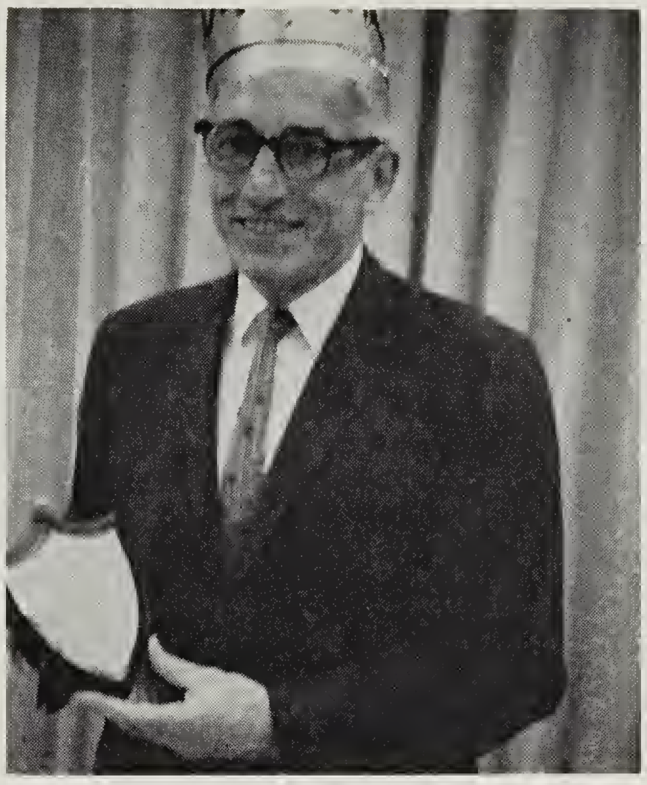
Frank Aydelotte, manager, Aggie, Ft. Collins, Colo., and his son Robert are building a $100,000 restaurant and bar to be known as The Black Night on highway 287 south of Ft. Collins. Opening is planned for Jan. 1. . . . Members of the Rocky Mountain Motion Picture Association—Chick Lloyd, American International; Mark Sheridan, Jr., 20th Century-Fox; George Fisher, MGM; Joe Kaitz, Warners; Vern Fletcher, Paramount; Sam Dare, Columbia; Jack Finn, Universal; and president Fred Knill—conducted one of its business building forums in Rapid City, S. D. . . . The brightest spot on Main street, Trinidad, Colo., is the new Fox marquee. . . . Buying and booking for Landsun is now being handled by Phyllis Gilcrest, Ray Bartlett's daughter. . . . Returned from California is Lowell Cain, Gila, Silver City, N. M. . . . There is still time to purchase tickets to the annual dinner dance, sponsored by the Rocky Mountain Motion Picture Association, to be held at the Park Hill Country Club on Sept. 22. They may be secured from Jack Felix, John Dobson, Bates Farley, Ray Davis, or Bruce Marshall. If you wish to enter the golf tournament, see Jack Felix.

DETROIT

Woodrow R. Praught, president of United Detroit Theatres, announces that for the first time in a decade there will be a stage show which will fill the evening without benefit of a movie at the Michigan. On the evenings of Oct. 5 and 6, Louis Armstrong will head an all-star concert featuring Billy Kyle, Jewel Brown, Danny Barcelona, Arel Shaw, Russell "Big Chief" Moore, and Eddie Shaw. Reserved tickets go on sale at $2.10, $3.20, and $4.40. The package is put together by Associated Booking Corp., New York.

HOUSTON

A number of the local D-I's are being fogged nightly for mosquito control. The city has reported 368 cases of encephalitis, with 17 deaths reported due to the mosquito-borne disease. . . . Lightning was believed to have started a fire which broke out at the top of the 60 foot high screen tower of the Hempstead D-I. The screen, mounted on wooden timbers, was destroyed. Jeff Wolf, manager of the D-I, operated by Stanley Warners of Texas, was unaware of the blaze when he was notified at the concession stand by one of the first customers entering the D-I. . . . An exclusive showing will be held here during October when the city has a British Festival of Columbia's film on Sir Winston Churchill, "The Finest Hours," prior to its New York City premiere. . . . Hollywood film star Debbie Reynolds is scheduled to come to Houston to appear during the eighth season of the Chi Omega Chautauqua. Miss Reynolds is president of Thalians, a group of Hollywood film personalities interested in retarded children, and the Chautauqua supports emotionally retarded children. The screen star will appear at the Music Hall. . . . Jack Zilker and Bill Taylor, owners of a local photographic laboratory, have entered a film in San Francisco's eighth annual film festival starting Oct. 14. The film is "Safety Second," starring Sonny Marx. . . . Homer McCallon, manager, Loew's State, observed another birthday. . . . The four Stanley Warner of Texas operated D-I's here, the Irvington, Winkler, Hempstead, and Pasadena, staged an "End of Summer" movie jamboree.



E. P. Sapingsley, vice president, and secretary, Malco Theatres, Memphis, Tenn., holds the award and wears the crown naming him "Boss Of The Year" in the annual promotion of the local WOMPI.

JACKSONVILLE

Mrs. Flora Fowler left the Howco Exchange on a maternity leave of absence and her place was taken by Mrs. O. Glenn Gryder, whose husband is in charge of the Howco shipping station. . . . Floyd Theatres, one of the largest and more successful theatre circuits in Florida, which is owned by Carl Floyd of Leesburg, has acquired the No. 1 Drive-In, Daytona Beach, from Bill Powell, Jr. . . . W. B. Harris has taken over the No. 90 Drive-In Theatre at Baldwin from Marvin Skinner, although Marvin is continuing to book the outdoorer. . . . Harold Spears, Jr., a trouble shooter with Floyd Theatres, came in from Leesburg to assist Jim Kirby at the circuit's booking office in the Lynch Bldg. while booker Harold Turbyfill went to a National Guard encampment at Camp Stewart, Ga. . . . Howard Pettingill, former head of the FST home office advertising staff in this city, who later headed FST's advertising office in Miami, has taken to the road as one of the seven motion picture exploiteers recently assigned to the field by American Broadcasting-Paramount Theatres to assist affiliate theatre circuits in forming promotional campaigns for the new season. Florida State Theatres is among the affiliate companies. . . . Jimmy Bello, AIP manager from Atlanta, came here to confer with Charley King, local AIP manager, concerning their dual lucky playdate bonus drives being conducted in the Florida and Georgia areas during the June 1-Oct. 1 period. Prize drawings for exhibitors of AIP product will be conducted by persons outside the industry in both Atlanta and this city on Oct. 16. A total of $500 in prize money will be awarded to exhibitors of the two areas.

MIAMI, FLA.

Groundbreaking ceremonies were held for the new Florida State Theatre in the Hollywood, Fla., Mall, opening date about Jan. 1, 1965. . . . All but three Broward county theatres were treated lightly by hurricane Cleo. The Pompano Cinema suffered severe damage, as did the Margate and Lauderdale Drive-Ins. Although the HiWay lost its CinemaScope additions, there was enough screen to show a film. Even a hole in the screen did not stop the Thunderbird from operation. The North Andrews was scheduled to close for a few months anyway and will not reopen until Christmas. The Pompano Cinema suffered roof damage which flooded the front end and lobby area and is closed until repairs can be completed. The Margate Drive-In was reported a total loss, with screen, box office, projection, and concession buildings, as well as the marquee, either down or blown away. The screen of the Lauderdale Drive-In was torn to shreds. A new one will be built, and it is hoped to reopen in about four weeks. . . . Gerald F. Whaley has been named director of public affairs of Wometco Enterprises, Inc., is was announced by president Mitchell Wolfson. Whaley, 30, formerly was manager of information services for National Automatic Merchandising Association, Chicago. . . . The North Dade Drive-In suffered screen damage during hurricane Cleo and work is going forward on repairs. The Skydrome Drive-In, Lake Worth, opened after a week following screen damage.

MEMPHIS

Electronovision Theatrofilm's "Hamlet," starring Richard Burton, opens at Warner and Plaza on Sept. 23 for a two day engagement. There will be two performances daily at each theatre on a reserved seat basis. . . . Paragould, Ark., held a gala opening for the new Capitol, owned by Orris and Frances

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Collins, who report the theatre is new from front to back, with a 52-foot marquee and the entire front of contour ceramic tile in shades of light green and brown. The advertising boxes are stainless steel, and there are new ceramic restrooms. . . . Malco began a weekly program of favorites of the past at 9:30 a.m. Free tickets for the movies are supplied by one of Memphis' largest department stores. . . . Around 50 theatres and drive-ins in the Memphis area participated in the theatre collection for the Will Rogers Memorial Hospital and O'Donnel Memorial Research Laboratories. Jeff Williams, Warner Bros., was area chairman of the drive. Mrs. Mae Carper, Columbia, was in charge of the large team the local WOMPI had collecting each week-end during August. In addition to the collection from theatre patrons, theatres and film exchanges made contributions. . . . "Island of the Blue Dolphins" was the Family Movie of the Month for August as selected by the Better Films Council. Adult Movie of the Month was "Tiara Tahiti." . . . William L. Welch is now operating the Dixie, Ripley, Miss. . . . Leon Rountree has closed the Holly, Holly Springs, Miss. . . . Elkin, Aberdeen, Miss., has closed. . . . Ford, Rector, Ark., reopened after being closed for two weeks. . . . Prairie, Prairie Du Rocher, Ill., has reopened.

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NEW HAVEN-HARTFORD

Tom Carey, Carey Theatrical Enterprises, has been named co-chairman, and William Decker, Stanley Warner Strand resident manager, treasurer of the Lou Cohen testimonial dinner at the Hartford Statler Hilton Sept. 30. Harry M. Gann, Cut Price Market, general chairman, has designated Art McGinley, Hartford Times sports editor, as toastmaster. . . . William Decker, SW Strand, hosted a Back-to-School Kiddie Show at the downtown Hartford deluxe showcase, distributing free pencil boxes, courtesy of J. J. Newberry stores. . . . Leo T. Young, Groton planning director, reports a variance has been obtained from the town zoning board to permit construction to height of 40 feet of a proposed motion picture theatre in that shoreline community. The 800-seat theatre would be leased by the Groton Shoppers Mart, Inc., to a major circuit. . . . Frank Abreu has been named assistant manager, Stanley Warner Garde, New London. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, has been supervising sprucing up of the Hi-Way, Bridgeport. Similar activity will start at the sister first-run, Beverly. Mrs. Henry Cohan, wife of the Beverly manager, has been ailing. . . . Al Swett, SW New England ad-publicity manager, ran a Back-to-School Kiddie Show at the zone flagship, the Roger Sherman, New Haven, in cooperation with W. T. Grant Stores. Latter provided novelty gifts. . . . Mrs. Mary S. Lucca, West Hartford, previously scheduling foreign films on a sporadic basis into a number of downtown showcases, including the Art Cinema, Avery Memorial, and Parsons, has leased the 850-seat Lyric for an undisclosed sum from the Park St. Investment Company. Mrs. Helene Dolgin, officer and director of Park St. Investment, who had managed the Lyric for the past several years, will continue her Park St. Investment responsibilities. . . . Lizabeth S. Levine, West Hartford, and Albert and Beatrice Shulman, both of Hartford, have filed action through the office of Hartford town clerk Robert J. Gallivan, seeking attachment of theatre property in Hartford and suburban Windsor. Defendants are Sophie Walsh, Vermont, and Joseph and Ruth Shulman, both of Hartford, executives of estate of the late Morris W. Shulman. Theatres involved are the Rivoli and Webster, Hartford, and the Plaza, Windsor.

NEW ORLEANS

The highlight of the WOMPI's August dinner-meeting at the Vista Shores Country Club was a style show with Mrs. Lillian Sherick as commentator. Jacobson's Fashion Center staged the show. . . . Floyd Harvey, Don Kay Enterprises' sales representative, is still on the sick list. . . . Sympathy to the Floyd Harvey, Jr., family on the recent death of Mrs. Harvey's father, who was a resident of Bell, Tenn. . . . Sam Daigre reopened the Oage, Plaquemine, La., for weekends. . . . Gulf State Theatres have taken over the operation of the Lake Drive-In, Pascagoula, Miss., from Bill Butterfield. . . . Jay Houck, president, Joy Theatres, Inc., a veteran exhibitor, announced that he has signed a contract with the Kitty Wells Corporation for the construction of a theatre in the Sears-Bryce-Oaklawn Center, Texarkana, Ark. The 800-seater will be known as Joy's Oaklawn. . . . Henry E. Soderquist, assistant manager, Saenger, Pensacola, has been promoted by Paramount Gulf Theatres to manager of the Saenger, Biloxi, Miss., where he just concluded a bang-up exploitation on MGM's "How The West Was Won" featuring a parade bally, an old gun collection, and appearance of can-can girls from Six Gun Junction in the lobby. . . . Rosie Aleman, 20th-Fox office, and Roy Hardin were married. . . . Nicole Savoy, United Artists' cashier-clerk, and her husband, are on a trip to Bordeaux, France. . . . A. L. Royal, Sr., circuit theatre operator home based in Meridian, Miss., will participate in a seminar on small town theatre operations at the TOA Chicago convention. . . . The Ladies Auxiliary of Variety Clubs International, Tent 45, entertained 27 children from Magnolia School for retarded youngsters. . . . New WOMPI members are Mrs. Elaine Petitfels, Joy's Theatres, Inc., and Mrs. Anna Ryan, Warner Brothers' exchange. . . . Gulf States Theatres have resumed work on the construction of a new West Monroe, La., drive-in located on White's Ferry Road just north of the Western Bowling Lanes. It will have 1,600 speakers. . . . C. Nabor has closed the Joy Drive-In, Milton, Fla., for the season.

PHILADELPHIA

Alan Strulson held a screening of "Flesh Eaters" at Vine Street Screening Room, followed by a buffet cold cuts lunch. The film will have an area saturation opening next month backed by a large ad campaign. . . . The Avenue, Park, Liberty and Pearl, in the North Philadelphia riot area, were closed by the police for several days. . . . Reservations for the Variety Club annual golf tournament and dinner dance Sept. 25 at Green Valley Country Club indicated that it would have a record turn-out. . . . Robert E. Diem returned to Wilmington, Del., as manager, Loew's Aldine, from Loew's White Plains, N. Y. His assistant is Bill Hall, formerly at SW Warner, Wilmington. Robert Carney, who resigned last month as manager, Loew's Aldine, is now with Dan Cudone's Edge Moor, Wilmington, Del.

SAN ANTONIO

The H. E. B. Food Stores staged a "Back-to-School" movie party at the Texas. A total of 2,500 tickets were given away. The food chain stores have sponsored coloring contests in conjunction with the showing of kiddie movies at the Cinema Arts Theatres as well as giving away discount coupons for admission to the theatres. . . . Tom Powers, city manager for Cinema Arts Theatres, stated that the showing of "A Hard Day's Night" featuring the Beatles at the Texas has broken every attendance record. For anything like it, you have to go back to 1940 for the premiere showing at the Texas of "Gone With the Wind." . . . The Chief D-I, Austin, Tex., has been reopened by Trans-Texas Theatres following a complete renovation program. Included was a new marquee. Earl Podolnick, head of the circuit, who resides in Austin, was at the ceremonies. . . . Horace Payne has reopened the Palace, Moody, Tex., which has been operated for the past several months by Gilbert Evans. . . . F. P. Gloriod, executive of the Rodgers Circuit for the past 31 years in Popular Bluff, Mo., is scheduled to come to Austin, Tex., where he will take over managership of the Capitol Cable Co., a community antenna system operation. . . . James Gaskins, manager, Cowtown D-I, Fort Worth, operated by L. N. Crim, reported that $20,000 damages were estimated as the result of a recent fire which destroyed the screen tower. . . . Don Furman has been promoted to the post of city manager for Interstate Theatre Circuit at Denison, Tex. He was previously in Abilene, Tex., managing the Paramount.

PHYSICAL THEATRE
•
EXTRA PROFITS

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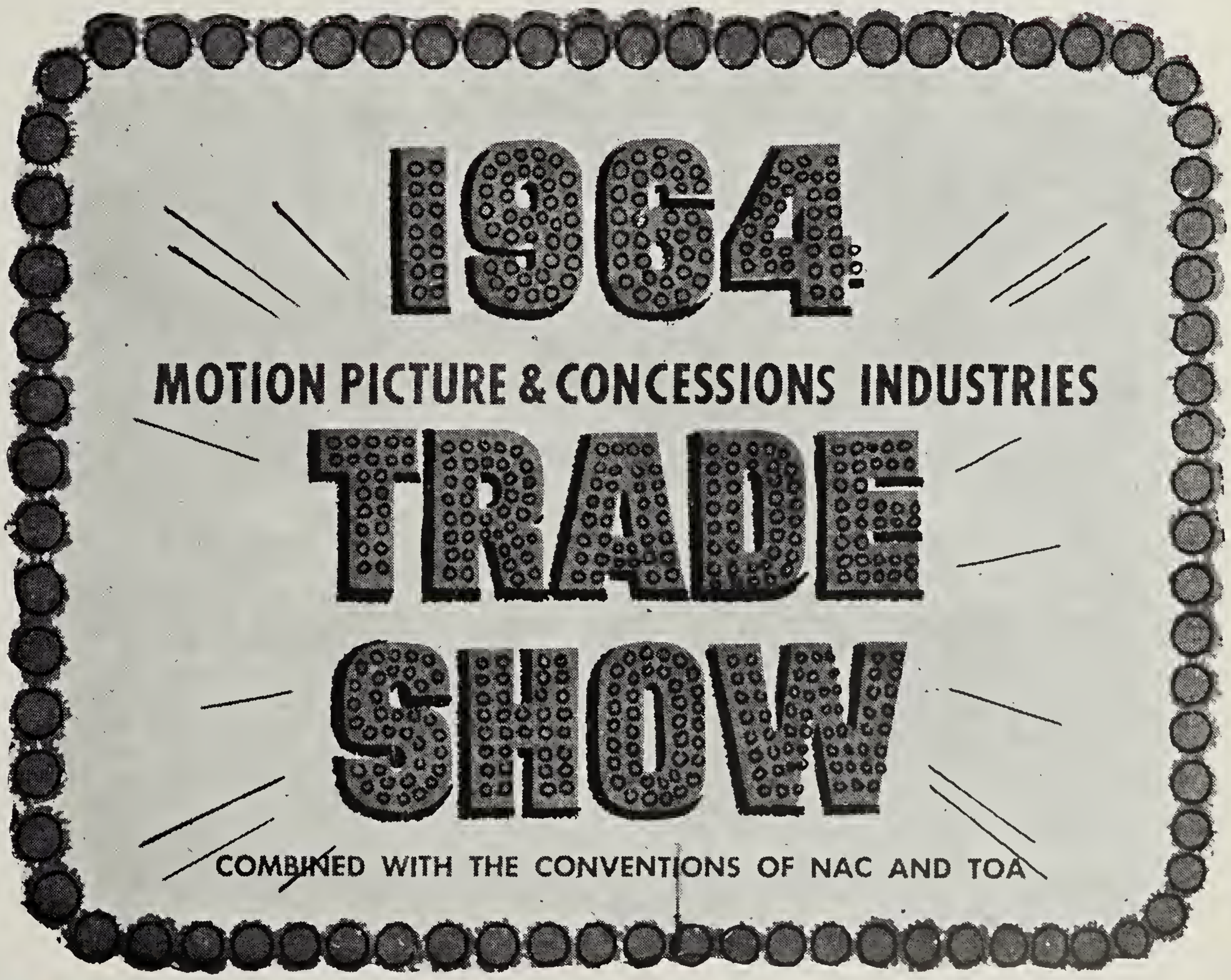
1964
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PRE-CONVENTION ISSUE

Volume 19 Number 9

September 16, 1964

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

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Editorial

Opportunity In The Cities?

THE GREATER PART OF AMERICA lives and works in its cities. Capital in unprecedented amounts has been poured into the construction of new theatres located, in the main, just outside our major cities and much has been spent on upgrading those city-bound first runs and subsequent runs "with a future."

We can expect, with new construction balancing closings, a certain stability in the number of operating theatres in this country after years of a slow, steady decline. Those in the industry are aware that "marginals" continue to shutter for a variety of reasons, all of which add up to unprofitable operation.

In many cities, a ride through the rundown sections of town shows a familiar pattern in the ever changing land usage of a metropolis. Banks, churches, theatres—the proudest public buildings—go the way of the neighborhood. Where prosperity was, deterioration often presents its unsightly picture. Yet, no matter how badly some tracts of our cities have been blighted and reduced to out-and-out slums, most remain densely populated.

In the Northern cities, each has its Negro ghetto. Other minority groupings, ethnical and racial, though mostly blurred into the "haves" and the "have nots," are also represented. These pockets of humanity are served by theatres that would, for the most part, fold flatter than a paper tent if they were subject to any kind of competition at all. We have seen clean theatres in less respectable neighborhoods, but many have the aura of a neglected subway station.

As part of any "War on Poverty," we feel that, next to food, clothing, and shelter, some amount of civic pride ranks pretty high on any must list. In our suburban theatres, the useage of the theatre as a civic center catering to club and organizational functions, local art and talent showplaces, etc., has been highly touted.

In neighborhoods where exhaustive attempts are undertaken to accomplish the rehabilitation of properties and human beings, it would seem important to provide a facility like the current shopping center theatre that could serve as a focal point for entertainment and cultural activities.

The Federal government, one of the prime movers in urban matters, has provided the funds and incentive for many kinds of renewal projects. In addition, other philanthropic institutions and foundations underwrite similar works. The Ford Foundation, for instance, has constructed sizeable public schools in poverty-ridden cities and operates them in the interest of improving the lot of the economically, educationally, and culturally deprived. Unlike many small businesses that can be found in such areas, motion picture exhibition, though theatre ownership remains in private hands, is somewhat organized. The industry could, if it saw fit, seek to involve itself in the future of America's cities more fully.

The central government has recognized the vast importance of films as a means of educating and informing the people of the world. It should be a relatively simple matter to create interest in a project aimed at improving the facilities for exhibiting films and for community functions in our big cities.

Such an undertaking might also stem the closing of many theatres, now categorized as "marginals" and therefore expendable.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

LOTS OF LIGHT FOR SALE

at a Bargain

with this marvel of projection lamp.

The NEW Strong FUTURA

MOST LIGHT PER CARBON DOLLAR

for 35mm and 70mm projection. Instant change from one film width to the other.

The NEW Strong FUTURA

TOP LIGHT OUTPUT

for indoor and drive-in theatres.

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No Charge

You don't pay a penny for our most valuable asset, experience. This experience includes equipping and furnishing many thousands of theatres in every corner of the nation.

But all the experience in the world isn't much good if you don't make use of it. We have. You'll find it in every projector, every chair, every drive-in speaker, every square yard of carpeting we supply.

The fact that most of our present customers are exhibitors whom we have served once or many times before . . . demonstrates how theatre owners depend on National as a reliable source of the industry's best products at competitive prices.

You're way ahead of the game when you buy from National. Way ahead.

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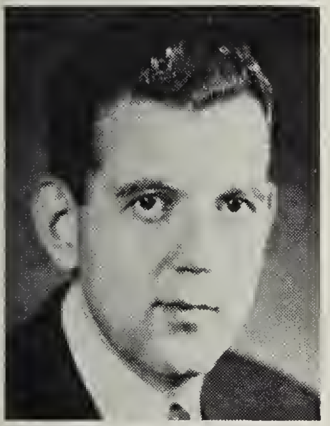
NAC-TOA READY FOR—

CHICAGO SEPT. 28—OCT. 2

AS THE PROGRAM for this year's NAC-TOA Chicago convention is being finalized, it appears that the five day meet will afford concession operators and those in the market for new equipments an opportunity to hear and see much of vital interest, no matter what area of the industry the delegate represents.

Philip L. Loew, of Loew's Merchandising Service, Newton Centre, Mass., who is this year's NAC convention program chairman, predicts that those attending the conclave at the Conrad Hilton Hotel, Chicago, will be treated to a most diverse and outstanding program which should command and occupy delegates' interest throughout their stay in the popular convention city.

Emphasis, according to the NAC, will be on "New Format," "New Faces," "New Subjects," and "New Profit Making Ideas."



E. S. REDSTONE
NAC President

Many of the firms listed in these pages who will be exhibiting their products at the giant trade show, to be held in the lower level of the Hilton's West Hall, have been invited by Spiro J. Papas, NAC exhibit chairman, to join a panel of experts on Oct. 1, for a discussion of "What's New In The Market Place." The purpose of this unique feature of this year's convention is to acquaint concessionaires and theatre owners attending the show with the new equipment, products, services, and innovations being introduced to the trade this year.

Papas said "With their sights trained on the progress of the industry, it is evident that equipment manufacturers, purveyors, and suppliers are most knowledgeable when it comes to introducing new items and innovations that are likely to benefit everyone concerned by their evaluations of such items."

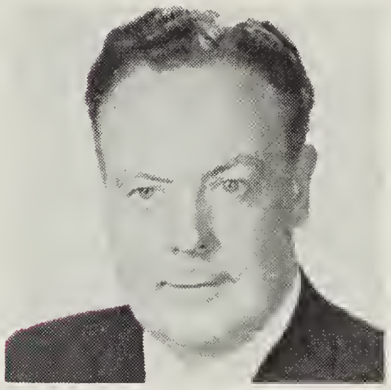
He also said that such personal evaluations of new items by exhibiting firms will serve the trade well, as the session is being devoted entirely to equipment and products that will do a better job for concessionaires and theatre owners.

Exhibitors in the more than 100 booths are expected to show a wide range of products, many of them being introduced to the trade

(Continued on Page 6)

A. J. SCHMITT
Board Chairman

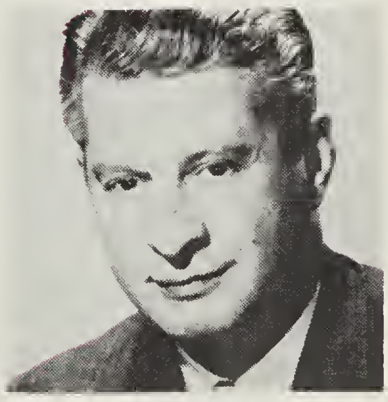
S. SPIEGEL
1st Vice-President



J. O'BRIEN
2nd Vice-President

J. O. HOOVER
Exec. Vice-President

P. L. LOWE
Program Chairman



S. J. PAPAS
Exhibit Chairman

H. F. CHESLER
Treasurer

L. L. ABRAMSON
Executive Director

PHYSICAL THEATRE

Vol. 19, No. 9 September 16, 1964

NAC-TOA Ready—

(Continued)

for the first time. A partial list of items to see has been furnished for those planning to visit this important industry get-together, and added information is contained in the alphabetical listing of firms exhibiting at the show following the company's booth number.

At press time, additional firms were still contracting for booth space at the show, indicating that the record turnout at last year's New York trade show may well be surpassed. The brisk activity on the floor of last year's show, with unprecedented sales of new equipments, was expected to stimulate interest on the part of all concerned in this year's show.

Not all the news will be made on the trade show floor, however. Outstanding and authoritive leaders in almost every facet of the food, beverage, concessions, and automatic merchandising industries are scheduled to take part in the panels and workshops to provide a well-balanced program.

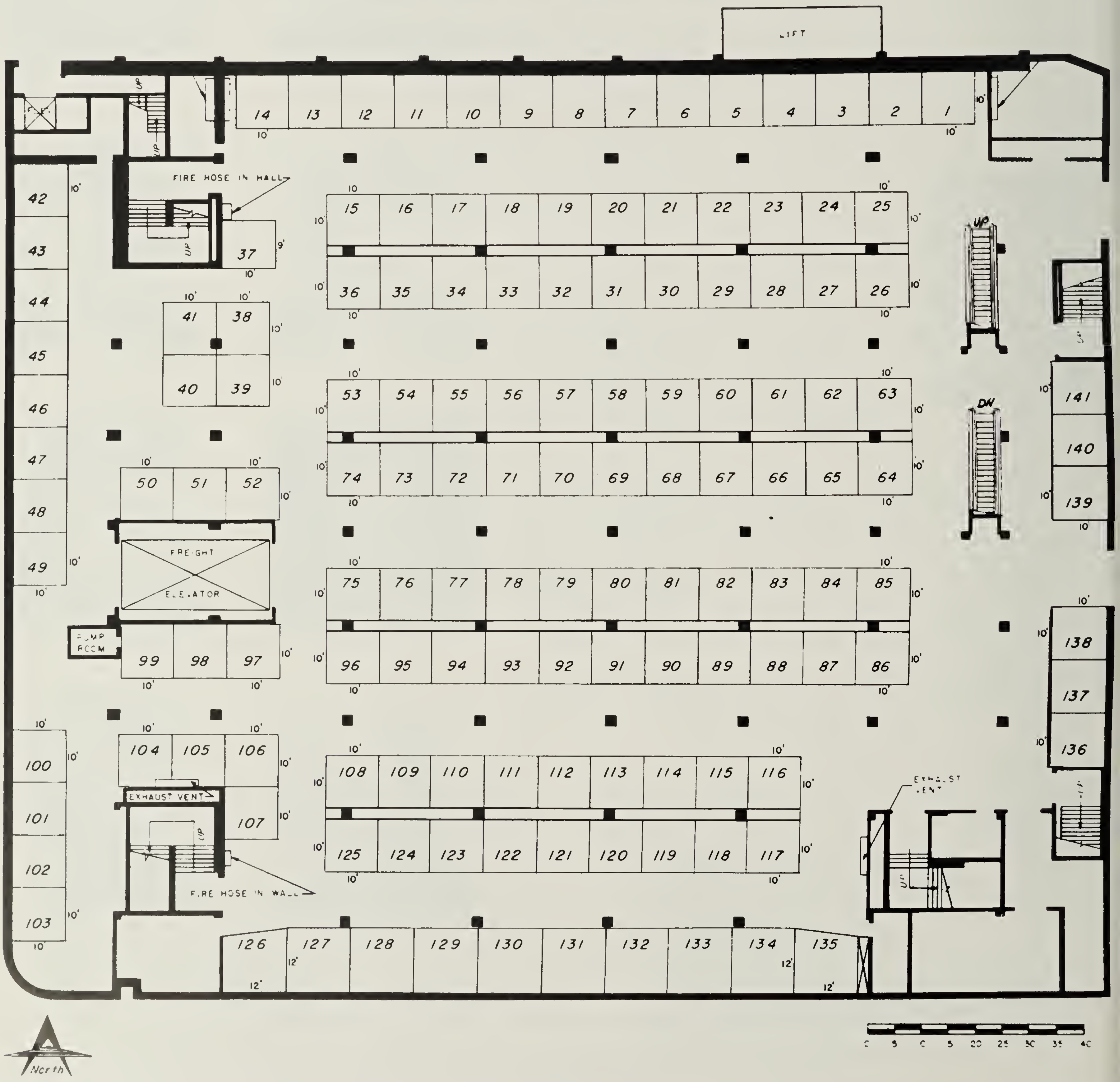
Advance hotel reservations, according to the NAC and TOA, indicate that interest is running keen, and that attendance will be most satisfactory.

On the concession's end of the program, NAC president Edward Redstone is set to lead a program on Tuesday, Sept. 29 on all aspects of popcorn preparation and merchandising. Assisting Redstone in the session will be Phyllis Haeger, public relations director of the Popcorn Institute, who will outline the Institute's many methods of boosting sales through dynamic promotional activity. Also on the panel will be H. B. Fulford, of Princeton Farms, Princeton, Ind., and Floyd Bennet, of Tarkio, Mo., who will co-moderate the program with Fulford.

Also set for this year's program is a pre-

(*Continued on page* PE-9)

MOTION PICTURE THEATRE, EQUIPMENT & CONCESSIONS INDUSTRIES
TRADE SHOW
BOOTH LAYOUT & IDENTIFICATION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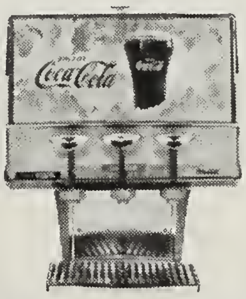
ENJOY
Coca-Cola
DRINK
Coca-Cola
here's Sprite
ORANGE
Coca-Cola

this dispenser was an overwhelming success at the Bijou



but it might not go over so big at the Palace

The point being that what's right for one location may not be as good for another. Which is where your Representative for Coca-Cola comes in. His consultations on a wide variety of equipment is part of a program called, "Custom Merchandising."

The program also includes advice and service on advertising, promotions, personnel training, ticketing, and so on.

Our representatives have an average of 12 years' merchandising experience with The Coca-Cola Company. And they represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to equipment (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go
better
with
Coke

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

Who's Who—

Where The Companies Will Be and What They Will be Exhibiting

In the Hilton Booths

The following is a detailed list of companies exhibiting in the Conrad Hilton Hotel, Chicago, for the coming NAC-TOA Trade Show and Convention. The data is as accurate as possible at press time, and should enable visitors to locate exhibits with ease.

AMERICAN MACHINE & FOUNDRY CO.—Booth number 138. Shelley Feldman, sales manager; Al Young, Dick Farmer, and Joe Scharon will be at the booth, where counter model beverage dispensers featuring automatic fill will be shown.

AMERICAN SEATING CO.—Booths number 1-2-3. Arkie Trento and Ed Thompson, of sales, and Gene Campbell, product manager, will be on hand at the American booths. On exhibit will be the company's latest in theatre chairs, including the Stellar Series with a variety of backs and end standards.

ANSELL-SIMPLEX TICKET CO. — Booth number 8. At the booth will be W. Y. Startzman.

BALLANTYNE INSTRUMENT & ELECTRONICS CO., INC.—Booths number 4-5. At the Ballantyne exhibit will be J. Robert Hoff, E. J. Nelson, R. L. Johnson, A. L. Forney, and James C. Drake. The company will exhibit the Norelco FP20B projector, Ballantyne transistorized sound system, Ideal theatre chairs, pressure fryers, and drive-in equipment.

BALLY CASE & COOLER, INC.—Booth number 69. Leon Prince, general sales manager; and Joseph Burns, Chicago regional sales manager will be at the company's exhibit. On display will be the Model TI-30 Ice Cream Merchandiser and the Model TI-43 drive-in theatre ice cream merchandiser.

BLUMENTHAL BROS. CHOCOLATE CO.—Booth number 72. At the exhibit will be Joseph Blumenthal.

BRISTOL ELECTRONICS SALES, INC.—Booth number 12. At the exhibit of portable neon sign and lighting equipment will be F. M. Myers, Allan Bunshaft, Robert Pullman, Stanley Rein, and M. A. Rand.

CANADA DRY CORP. — Booths number 117-118. At the Canada Dry booths will be A. W. Walz, N. T. Mirenda, Robert P. Gantzer, and E. J. Krauss. Bottle, can, and syrup products, plus vending equipment will be displayed.

CARBONS, INC.—Booth number 106. At the booth will be Frank H. Riffle, Victor Nicelli, and Harry Patton. Projection equipment including 35/70mm, Xenon lamphouses, and Lorraine carbons will be shown.

CASTLEBERRY'S FOOD CO.—Booth number 68. At the booth will be J. D. Rabun.

CERTIFIED LABORATORIES.—Booth number 6. At the company's display of maintenance and cleaning chemicals for theatres will be Larry Feldman, personnel director; Carl Scarpy, sales manager; and Art Stiles, sales manager. Insecticides, fogging equipment, and cleaning compounds will be featured.

COCA-COLA CO.—Booths number 83 through 88. At the company's exhibits will be Harvey W. Westfall, theatre and concessions sales mgr; T. Hal Gibson, assistant to the vice-president; and M. T. Garone, ass't. theatre & concession sales manager. Coca-Cola will display their Satellite beverage dispensing system and the Dole "Director" line of beverage dispensers.

CONTINENTAL - APCO, VENDO DIV. — Booths number 61 through 66. At the company's exhibit of candy, drink, and cigarette vending equipment will be Melville B. Rapp.

CRETORS & CO.—Booth number 36. At the company's booth will be Charles J. Cretors, president; and H. Ed Chrisman, vice-president. Displayed will be the Ambassador line of popcorn machine for indoor theatres, the Olympic drive-in models, carmelcorn and floss machines.

CRUSH INTERNATIONAL, INC. — Booth number 67. At the Crush booth will be Derrill W. Stevenson. Crush fountain beverages, fruit syrups, Hires Root Beer, and Old Colony syrups will be displayed.

CURTISS CANDY CO.—Booth number 15. At the company's booth will be Ray Hansen. Baby Ruth, Butterfinger, milk caramels, and other lines will be shown.

DITCHBORN VENDING MACHINES — Booth number 112. At the company's exhibit will be Stanley Gaines.

DR. PEPPER CO.—Booths number 53-54. At the company booths will be Max Green, fountain sales manager; Bill Hughes, manager, national accounts; Lyman Kempton, southeastern regional manager; Bill Kautenberg, southwestern regional manager; Jerry Tripod, midwestern regional manager; Mel Staubus, north central regional manager; Paul Morlas, western regional manager; and Fred Michael, eastern regional manager. Dr. Pepper fountain-vending syrup, dietetic fountain-vending syrup, and the Dr. Pepper fountain syrup dispenser will be shown at the booths.

MORE EXHIBIT INFORMATION—

(*Page*-PE-12)

Early Registration Urged!

Those planning to attend the coming NAC-TOA combined conventions and trade show in Chicago, Sept. 28-Oct. 2, are urged to make their reservations as early as possible. Reservation forms and hotel reservations should be forwarded to NAC headquarters, said James O. Hoover, NAC general convention committee chairman.

He said that the registration "package" which includes all of the breakfasts, luncheons, banquets, social functions, etc., is an excellent bargain at the $50 registration fee for men and the $25 fee for the ladies.

He pointed out that if individual tickets were purchased for these functions, the cost would far exceed the stated registration fees. Another advantage in returning the registration forms early, he said, is that NAC can ready books and badges for advance registrants so that on arrival, they can avoid the tie-ups that often result at the registration desks.

NAC-TOA

1964 CONVENTION PROGRAM

Monday, Sept. 28

9:00 A.M. NAC BOARD OF DIRECTORS MEETING
3:00 P.M. GRAND OPENING OF TRADE SHOW—Ribbon Cutting Ceremonies
6:30 P.M. COCKTAIL RECEPTION—Trade Show Area

Tuesday, Sept. 29

10:00 A.M. POPCORN INDUSTRY MEETING
"New Ways to Promote & Merchandise Popcorn"
12:30 P.M. LUNCHEON
2-6 P.M. VISIT THE TRADE SHOW
Evening Event to be Announced

Wednesday, Sept. 30

9:30 A.M. VISUAL PRESENTATION (Films & Slides)
Depicting Exciting Concession Innovations in Amusement Centers
12:30 P.M. NAC ANNUAL MEMBERSHIP LUNCHEON AND BUSINESS MEETING—Election
2-6 P.M. VISIT THE TRADE SHOW
8:00 P.M. THE PEPSI-COLA PARTY

Thursday, Oct. 1

9:00 A.M. "WHAT'S NEW IN THE MARKET PLACE"
Trade Show Exhibitors will describe New Equipment, Products, Services, etc.
12:30 P.M. LUNCHEON
1:00 P.M. VISIT THE TRADE SHOW (Final closing 4:00 P.M.)
Evening Event to be Announced

Friday, Oct. 2

8:15 A.M. JOINT CONTINENTAL BREAKFAST (NAC-TOA)
9:00 A.M. NAC VICE PRESIDENTS REGIONAL CONCESSION PANEL
Presenting: "An Idea a Minute"
12:30 P.M. LUNCHEON
1:30 P.M. NAC BOARD OF DIRECTORS MEETING
6:30 P.M. NATIONAL CARBON COCKTAIL PARTY
8:00 P.M. PRESIDENT'S BANQUET Host: The Coca-Cola Company

Chicago Favored Convention Site

THIS is the second time in the past four years that the National Association of Concessionaires has selected Chicago for its convention and trade show, the last one being held at the Conrad Hilton in the fall of 1960, said Edward S. Redstone, NAC president.

He said "the selection of the Conrad Hilton Hotel, Chicago, for the combined 1964 conventions of the National Association of Concessionaires and the Motion Picture and Concession Industries Trade Show is indeed an important development.

"In addition, the city of Chicago, with its central location, has much to offer in the way of interesting attractions and should act as a stimulus in producing an attendance that could very well exceed last year's in New York City.

"I am certain this announcement will be enthusiastically received by all concerned because of the excellent facilities offered by the hotel," he added.

NAC-TOA READY •

(*Continued from page* PE-9)

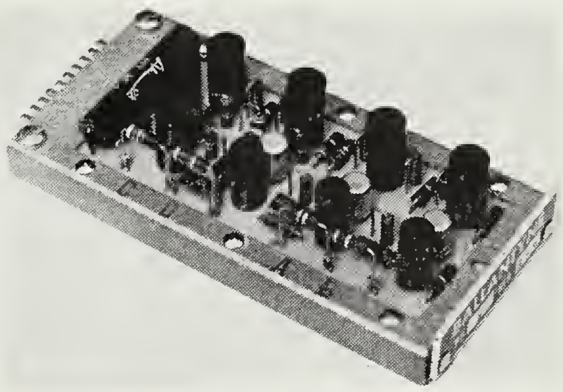
sentation by Philip L. Loew, program chairman, which will employ visual aids such as films and slides and cover new trends in refreshment centers. Selling, merchandising, and design will be treated.

Following a continental style breakfast, a joint NAC-TOA concessions forum on Friday morning, Oct. 2, will see NAC's regional vice-presidents calling on area representatives from all parts of the country to speak on all aspects of the concessions business.

With worthwhile workshops and sessions in the offing and requests for booth space still coming in at this late date, it looks like this year's convention and trade show will again prove invaluable to our industry. When ribbon-cutting cermonies take place on Sept. 28 at the official opening of the trade show, it is estimated that every inch of exhibit space will be taken in the huge West Hall of the Conrad Hilton. We strongly urge all who can attend to make the effort to get to the convention and show. Aside from profiting from the many sessions and exhibits, it affords those in the business one of the few opportunities during the year to sound out firsthand opinions of others in the trade and to renew old acquaintances.

For your convenience, advance registration procedures have been set up to speed delegates through the first hours of their stay. Travel and accommodation information, plus additional details are found elsewhere in this special pre-convention issue.

What To See . . .

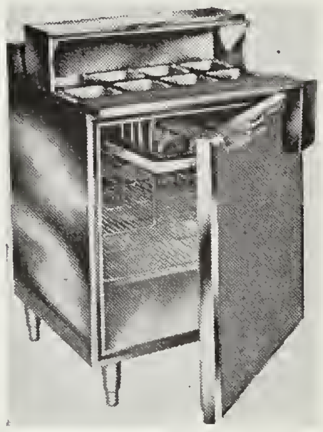


BALLANTYNE INSTRUMENTS & ELECTRONICS' transistorized sound system will be on display at booths number 4 & 5. Shown is the pre-amp unit for the 6-4-1 transistor system.

Cold
Drinks

NATIONAL VENDORS will show this sleek drink merchandiser (CDM or Cold Drink Merchandiser) at its exhibit in booth number 34. The off-floor model, and candy and cigarette merchandisers will be shown to the trade.

MOHR INDUSTRIES' Hot Rod (Super HR 40) shown will be seen at the company's exhibit at booth number 23. A bank of eleven rollers features an exclusive "deep" designing that permits high capacity and easier cleaning. Other models will also be on exhibit.

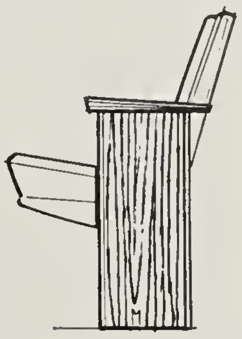


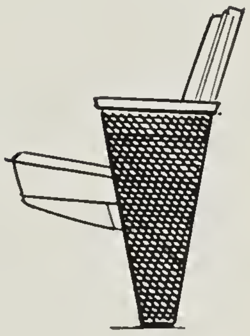
STAR METAL CORP. will show the new line of Polar Club compact refrigerator units that include seven models of sandwich sales units, storage freezers and refrigerators. All are completely insulated with a newly developed "one-shot" polyurethane insulation with a low heat transmission rate.

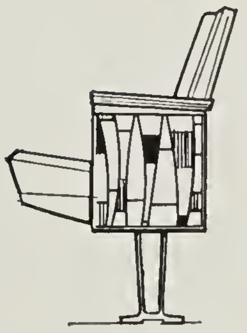
AMERICAN
® SEATING

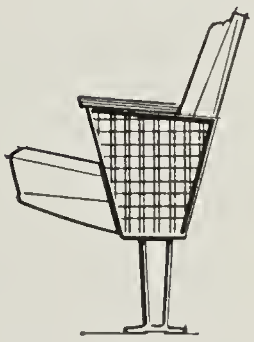
When you think of reseating, choose the chair that belongs in your theatre

THE *Stellar* CHAIR BY AMERICAN SEATING









You've complete freedom to choose the style, fabric, aisle standard, seat and back, width and mounting for the exact effect you wish to achieve.

In fact, the Stellar Chair is the first and only one in its price range to offer you such wide choice of design elements. A choice that makes the Stellar Chair custom-made for its setting.

Important to the continued beauty of the Stellar Chair are these two durability options. An exclusive Soil-Guard cap of solid-molded plastic (in white in photo) that covers the top of the back to protect it from the wear and tear of grasping hands; and new, longer backs in several plastic or upholstered styles protect the seat from feet.

If you're thinking of reseating, investigate the possibilities of the new Stellar Chair. An American Seating representative will be glad to consult with you on how best to utilize the Stellar Chair to bring out the full beauty of your theatre design.

In addition to this service, our representatives are fully qualified to assist you in making decisions about floor plans, vision, chair spacing economies, and other layout technicalities. *Write Dept. MP-5 for brochure on the new Stellar Chair.*

AMERICAN ® SEATING

The standard by which all public seating is measured
GRAND RAPIDS, MICHIGAN 49502

Copyright 1964, American Seating Company.
American Seating products are fully covered by patents and patents pending.

EXHIBITING FIRMS •

(Continued)

DRIVE-IN THEATRE MANUFACTURING CO.—Booth number 109. Attending the DITMCO display of complete drive-in equipment booth will be F. W. Keilhack, Geo. W. Higginbotham, O. C. Wells, and G. Taylor.

EPRAD, INC.—Booth number 52. At the display of drive-in theatre speakers, heaters, and electronic security equipment will be Paul J. Voudouris.

F & F LABORATORIES, INC.—Booth number 76. At the company exhibit will be James E. Freeman. Cough lozenges and confections will be on display.

FLAVO-RITE FOODS, INC.—Booth number 56. Attending the booth will be Kenneth K. Fell, president; and Larry Blumenthal, vice-president. The company will feature its Flavos Shrimp Rolls and other food items at the exhibit.

FOUNTAIN PRODUCTS CORP. — Booth number 55. Attending the company's exhibit of Scotsman dispensers and ice makers will be James Summers, J. J. Keil, E. K. Jetter, F. W. Whitcomb, and W. J. Carey.

GEORGE ENGLISH, INC.—(Booth no. unassigned at presstime)—will be represented by George English, president.

GOLD MEDAL CANDY CORP. — Bonomo Candy Div.—Booth number 80. At the company's booth will be Hy Becker, vice-president, sales; and Tico Bonomo, president. The vending line of Bonomo candies will be on display.

GOLD MEDAL PRODUCTS CO.—Booth number 141. At the company booth will be D. B. Evans and J. C. Evans. Popcorn and carmelcorn equipment will be shown.

GOLDENBERG CANDY CO.—Booth number 80. Attending the display of confection items will be Carl Goldenberg.

GREEN RIVER CORP.—Booth number 70. At the company's exhibit of drinks will be Phil Brown.

GRIGGS EQUIPMENT CO.—Booth number 110. Attending the seating co.'s exhibit will be Frank Butler.

HENRY HEIDE, INC.—Booth number 81. At the company booth will be Eugene E. Sullivan, general sales manager; and Edward J. Izzo, assistant sales manager. The company will show the Vend Count line, confectionary items, Jujyfruits, Jujubees, and other concessions items.

HEYWOOD-WAKEFIELD CO. — Booths number 139-140. At the display of theatre and auditorium seating equipment for the theatre will be C. H. Rukas.

JET SPRAY CORP. — Booth number 79. At the booth will be J. Thomas Hartung, sales manager; and Richard C. Jacobs, vice-president. The company will display the Jet Spray Cooler four and eight gallon dispensers, twin Jet Spray coolers, and the Jet-Carbo-Spray visual display carbonated beverage dispenser (One of the first public demonstrations of this 8 gallon visual dispenser.)

K-WAY DISPENSING EQUIP. CO. — Booths number 92-93. At the company booth will be W. R. Kromer, president; Joe Keil, distributor; Jim Summers, distributor; and Ed Jetter and Bob Seus, distributors. On display will be the K-Way post mix soda factory and circulating soda system with mixing heads.

KEATING OF CHICAGO, INC.—Booth number 37. At the company booth will be Frank Minstretta.

KIRSCH BEVERAGES INC.—Booth number 111. At the company's exhibit will be B. Shurack.

LAZAR KOSHER SAUSAGE FACTORY—Booth number 17-B. At the display of Lazar meat products will be Seymour T. Lazar, president.

LILY-TULIP CUP CORP.—Booths number 28-29. At the Lily exhibit will be William H. Seldy, John J. Miller, Gene Robbins, Robert Warne, and Wm. Carroll. Plastic dishes, special "Have Fun" cup designs, high speed filling and icing equipment and capping machines will be shown.

JOS. M. LINSEY CORP.—Booths number 95-96. George Levenback, vice-president, will be at the booths. On display will be the Serv-Rite line of food service equipment including food boilers and steamers.

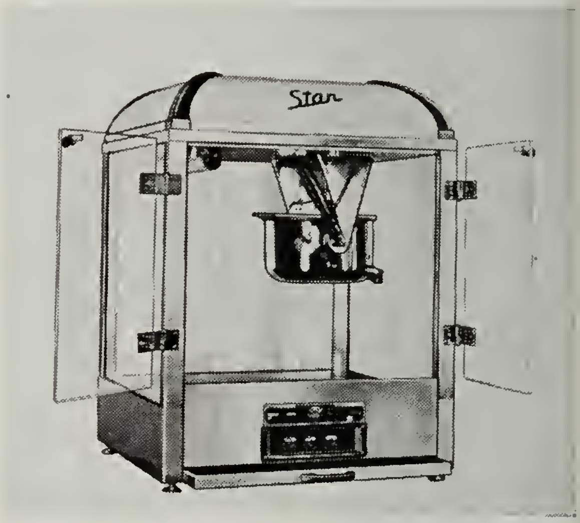
MANLEY, INC.—Booth number 20. At the Manley booth will be Charles G. Manley, L. O. Seley, J. A. Stone, and Wm. Hellwegg, Jr. Popcorn equipment will be shown.

MORE EXHIBIT INFORMATION—
(Page PE-14)

What To See . . .

Serv
Yourself

SERV-RITE will have this food warmer for drive-in theatre concessions operations on display at booths 95 and 96. The large warmers are rear-loaded, and designed for customer self-service.



STAR MANUFACTURING will show this electric popcorn machine (Model 56) at its exhibit in booths 115 & 116. The counter model popper, hot dog broilers, griddle fryers and other food preparation and warming equipment will be on display.

JET SPRAY will show its new eight gallon dispenser, the Jet 8 (EJ1) in one of the first public demonstrations of the unit at its exhibit in booth number 79. Other large capacity dispensers with separate four gallon bowls will also be on display.

16mm
35mm
For the finest projection equipment in any size choose Norelco®
70mm

• NORELCO AAII Universal 70/35mm Projector • NORELCO FP-20S Pulse-Lite 35mm Projector • NORELCO FP-22S Super Pulse-Lite 35mm Projector • NORELCO FP-20 Standard 35mm Projector • NORELCO FP-20G 35mm TELE-CINE PROJECTOR • NORELCO 16mm PROFESSIONAL PROJECTORS • NORELCO 16mm TELE-CINE PROJECTOR • ISCO PROJECTION LENSES for 16mm, 35mm and 70mm

Norelco® MOTION PICTURE EQUIPMENT DIVISION

NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd Street, N.Y. 17, N.Y. • Phone: 212-OX 7-3600

EXHIBITING FIRMS •

(Continued)

MASON CANDIES—Booth number 22. At the Mason exhibit will be F. E. Magenheimer and George Rausch. The Mason Line of confections will be shown.

MASSEY SEATING CO.—Booth number 108. At the Massey booth will be Fred H. Massey, president; and John F. Dawsey, sales president. Various models of auditorium seating will be on display, including seats partially rehabilitated to show the remanufacture processes.

MECHANICAL SERVANTS — Booth number 77. At the exhibit will be Harold Baum.

MIRACLE EQUIPMENT CO.—Booths number 40-41. At the company exhibit will be C. W. Ahrens, vice-president; D. H. Howig, sales administrator; and Paul Buckley, district manager. Among the amusement equipment on display at the Miracle booths will be a powered merry-go-round, swinging park bench, and "Rodeo Rocky."

MOHR INDUSTRIES, INC.—Booth number 23. At the company booth will be Harold Teich, president; Al Dubou, sales agent; and Nate Goldstein, sales agent. On display will be the company's line of "Hot-Rod" frank grills and bun warmers.

NATIONAL THEATRE SUPPLY CO.—Booths number 13-14. At the company's booths will be J. E. Currie, vice-president. The NTS line of projection and sound equipment, plus other theatre equipment and furnishings will be on display at the booths.

NATIONAL VENDORS—Booth number 34. At the National booth will be M. L. Pearson, vice-president, sales; and H. J. Foster, vice-president, national accounts. On display will be the company's line of cigarette, candy, and drink merchandisers.

THE NESTLE' CO., INC.—Booth number 19. At the Nestle' booth will be Ted. A. Fowler.

NEWMAN & WEISSMAN ASSOCIATES—Booths number 30-31. At the exhibit will be Ben Newman.

NEWSREEL DIGEST-MOVIETONE NEWS—Booth number 11. Attending the exhibit will be Walter Ellaby.

ORIGENA PIZZA CRUST CO. — Booth number 114. At the booth will be Sal Arena, exec. vice-president; Frank Arena, president; Louis Arena, treasurer; and Don Ponte, factory representative. On display will be the L02-T Pizza oven and prepared pizza pies.

ORIGINAL PIZZA CRUST CO.—Booth number 75. At the company's exhibit of pizza supplies will be Nicholas Ponticelli, Paul Ponticelli, and Jo Forsberg.

Ladies Program

WEDNESDAY, SEPT. 30

LUNCHEON in the Mayfair Room, Sheraton-Blackstone Hotel. The Program will include a lecture, "tongue-in-cheek" style, covering 100 restored and restyled objects acquired from second-hand stores and even garbage cans.

THURSDAY, OCT. 1

LUNCHEON in the Buckingham Room, Continental Hotel. Program theme: "Love Makes The World Go Round." Miss Suzanne Johnson (Miss Illinois) will be featured in a musical program.

TOUR OF OLD TOWN, a facinating section of Chicago.

FRIDAY, OCT. 2

LUNCHEON in the Camellia House of the Drake Hotel. A comedy skit entitled "Madame Chairman" will be put on, with door prizes for guests.

NOTE: Ladies will join the men for all evening functions. See convention program.

PEPSI-COLA CO.—Booths number 24, 25, 26, & 27. At the company's exhibit of syrup and beverage dispensing equipments will be Ed Finneran.

THE PERLICK CO.—Booth number 71. At the exhibit will be Robert Perlick and Ted Firth. Soft drink dispensing equipment will be shown.

PLANTERS PEANUTS — Booth number 78. At the booth will be Z. T. Smith, national sales manager; and L. P. La Porta, district sales manager. The company's concession's items will be displayed.

POPCORN PRODUCTS, INC.—TV TIME FOODS—Booth number 89. At the exhibit will be Benjamin Banowitz.

PRONTO FOOD CORP.—Booth number 94. Attending the exhibit of pre-cooked beefburgers, pizza burgers, and sandwich items will be Paul Hansfield.

MORE EXHIBIT INFORMATION

(Page PE-16)

Hospitality Suites Planned

CHICAGO—Delegates to the NAC-TOA convention and trade Show here will be offered a chance to meet other industry members and company representatives on an informal basis in a series of "hospitality" suites traditionally run by firms participating in the trade shows.

Many of the firms exhibiting at the forthcoming show, to open Monday, Sept. 28, will entertain delegates after hours and between scheduled functions in their hotel suites.

The Dr. Pepper Company, represented by Max Green, fountain sales manager; Bill Hughes, manager, national accounts; and regional managers Lyman Kempton, Bill Rautenberg, Jerry Tripod, Mel Staubus, Paul Morlas, and Fred Michael, will conduct such a suite.

Royal Crown Cola's Hospitality Suite will find J. B. Cooper, director of fountain sales; A. W. Ansley, ass't. director of fountain sales; and representatives C. B. Autry and Roy Browning hosting theatremen and concessionaires.

In addition to sponsoring its annual "Pepsi-Cola Party" on Wednesday night, Sept. 30, the Pepsi-Cola Co. will host a hospitality suite at its hotel headquarters.

The Coca-Cola Company, which has traditionally sponsored the President's Banquet on the closing night of the convention (Friday, Oct. 2 this year) will also conduct a hospitality suite at its hotel headquarters.

Handbook Supplement Set

CHICAGO—National Assoc. of Concessionaires members attending the Chicago convention and trade show will receive copies of the second supplement to the Concessions Handbook, published as a member service by the NAC.

According to Lee Koken, RKO Theatre Division, Glen Alden Corp., past president and chairman of the special services committee, additional articles have been included in the supplement authored by experts in the concessions field.s

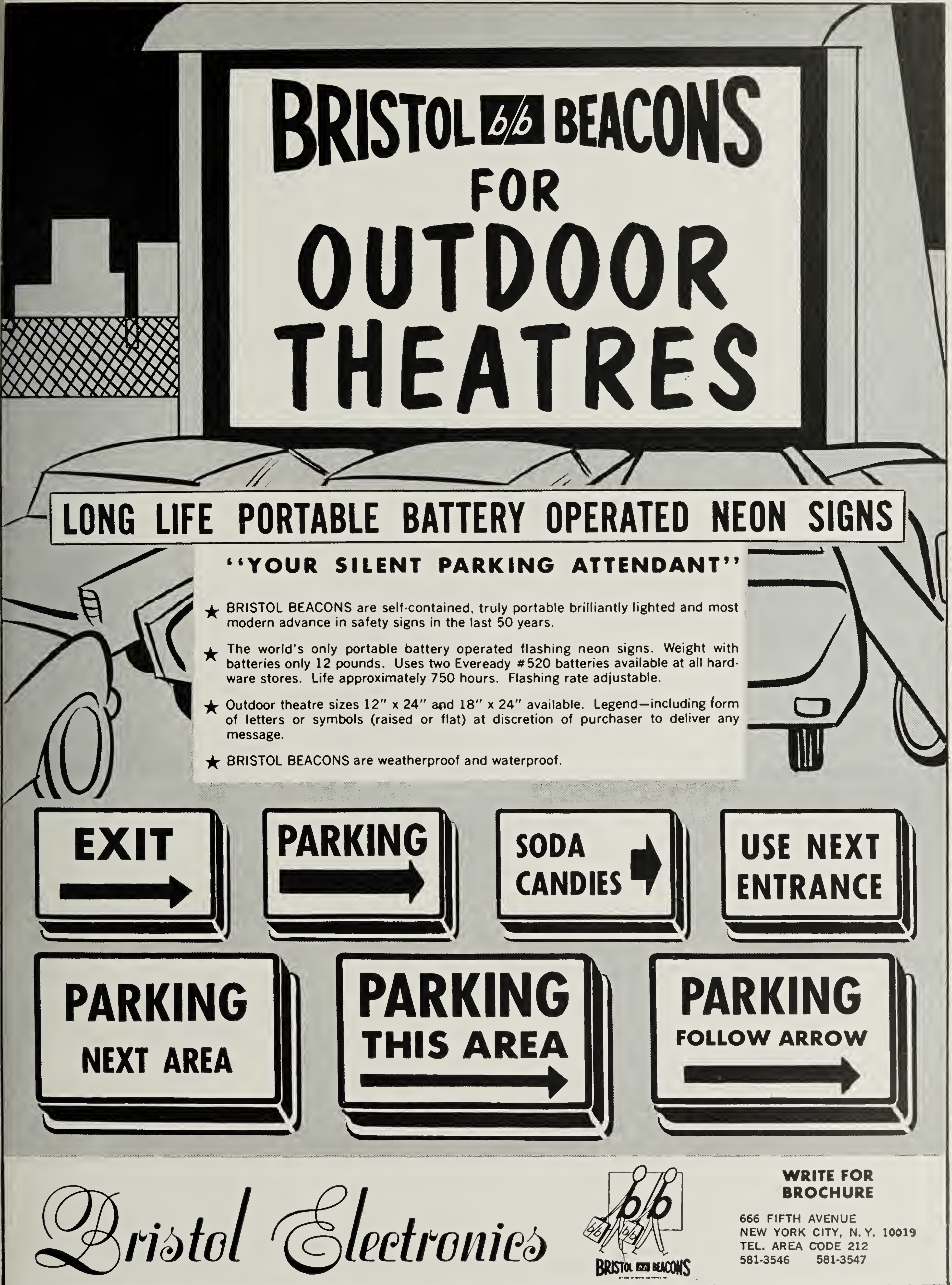
The articles will touch on some topics not previously covered such as candy promotion, drive-in food preparation and equipment, buttered popcorn merchanidising and promotion, modern concession stand design, budgeting of sales personnel time, snow cones and ices, importance of personnel to the success of concession stand operation and other topics.

NC Cocktail Party Set

CHICAGO—The Carbon Products Division, Union Carbide Corp., will again host a gala cocktail party preceding the annual President's Banquet at the coming Chicago NAC-TOA meet. The Banquet, to be held Friday evening, Oct. 2, is the last scheduled event of the week-long convention, and is being hosted by The Coca-Cola Company.

Cretors Dealers To Meet

CHICAGO—The annual sales meeting of Cretors & Co. dealers will take place concurrently with the coming NAC-TOA Chicago Trade Show and Convention, according to H. E. Chrisman, vice-president.



BRISTOL b/b BEACONS FOR OUTDOOR THEATRES

LONG LIFE PORTABLE BATTERY OPERATED NEON SIGNS

"YOUR SILENT PARKING ATTENDANT"

- ★ BRISTOL BEACONS are self-contained, truly portable brilliantly lighted and most modern advance in safety signs in the last 50 years.
- ★ The world's only portable battery operated flashing neon signs. Weight with batteries only 12 pounds. Uses two Eveready #520 batteries available at all hardware stores. Life approximately 750 hours. Flashing rate adjustable.
- ★ Outdoor theatre sizes 12" x 24" and 18" x 24" available. Legend—including form of letters or symbols (raised or flat) at discretion of purchaser to deliver any message.
- ★ BRISTOL BEACONS are weatherproof and waterproof.

EXIT
PARKING
SODA CANDIES
USE NEXT ENTRANCE
PARKING NEXT AREA
PARKING THIS AREA
PARKING FOLLOW ARROW

Bristol Electronics

BRISTOL b/b BEACONS

WRITE FOR BROCHURE

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NEW YORK CITY, N.Y. 10019
TEL. AREA CODE 212
581-3546 581-3547

EXHIBITING FIRMS •

(Continued)

REX PACKAGING DIV.—THE BON AMI CO.—Booth number 57. At the company's booth will be Irving A. Singer, Bernard Greisman, and Leonard Gold.

ROYAL CROWN COLA CO. — Booth numbers 59 & 60. At the Royal Crown booths will be J. B. Cooper, director of fountain sales; A. W. Ansley, asst. director of fountain sales; C. B. Autry, fountain representative; and Roy Brown, fountain representative. On display will be Royal Crown Cola, Diet-Rite Cola & Nehi Flavors.

ROMAR VIDE CO. — Booth number 35. At the exhibit of display frames and signs will be Mr. & Mrs. Leroy Roberts.

ROWE AC MANUFACTURING — Booth number 21. At the Rowe booth will be James P. Newlander.

SELMIX-AMCOIN—Booth number 18. At the company's exhibit of beverage equipment will be O. Follon, Arthur B. Segal, and Ray Acquadro.

SERVER SALES—SUPURDISPLAY, INC.—Booth number 82. At the company's booth will be Clifford Lorbeck.

SMITHFIELD HAM & PRODUCTS CO.—Booth number 91. At the exhibit will be J. C. Sprigg, Jr.

THE SEVEN-UP CO.—Booths number 38-39. At the company's display of soft drinks will be Joseph R. Schaack.

STANDARD BRANDS, INC.—Booth number 78. At the Standard exhibit will be Z. T. Smith.

STANFORD INDUSTRIES—Booth number 7. At the company's exhibit of in-car heaters will be Stanford S. Kohlberg and Fred M. Allen.

STAR MANUFACTURING CO. — Booths number 115-116. At the company's booth will be John R. Ashby, general sales manager. Star's hot dog broilers, snack bar equipment, warmers, and popcorn machines will be on display.

STAR METAL-GLENCO REFRIGERATORS—Booths number 73 & 74. At the company's booths will be J. P. Heilweil, Star executive vice-president and Glenco president; and W. W. Freiling, vice-president. On display will be the Vittle Vendor self-service line, food warming equipment, Glenco Guardian refrigerators, and other refrigerated units.

STRONG ELECTRIC CORP.—Booth number to be announced. At the Strong Booth will be Arthur J. Hatch, president; and Cliff Callender and Bill White. Strong will show projection lamp equipment, cold surface reflectors, rectifiers, and other booth equipment for the motion picture theatre.

SWEETHEART CUP. DIV. — MARYLAND CUP — Booths number 16-17A. At the Sweetheart booths will be Carl J. Levitt. Cups and containers, straws, promotion materials, and plastic service will be displayed.

UNION CARBIDE CORP. — CARBON PRODUCTS DIV.—Booth number 9. At the company's booth will be J. W. Cosby, marketing manager; P. H. Freeman, sales manager, J. B. Hoynes, sales engineer; and S. B. Morley, sales engineer.

WAGNER SIGN SERVICE, INC.—Booth number 135. At the Wagner booth will be E. Wagner, president; Mrs. E. Wagner, vice-president; W. F. Jacobsen, consultant; and C. J. Krasula, sales. Wagner will display its line of changeable copy letters, frames, and mounting equipment.

WEAVER POPCORN CO.—Booth number 58. At the exhibit will be Welcome I. Weaver.

WINCHESTER CARTON CORP. — Booth number 90. Attending the Winchester exhibit will be Henry S. Winchusen.

CIT CORP.—Late entry will be assigned booth at later date. The company handles a special model soft serve ice cream truck.

What To See . . .

MASSEY SEATING will feature an exhibit showing various models of auditorium seating, including half-rehabilitated chairs using materials such as the full-depth Mascofoam polyurethane cushion shown in photo at its exhibit in booth number 108.

AMERICAN MACHINE & FOUNDRY's counter model beverage dispensers, both singles and twins, will be on exhibit in booth number 138. The series, Model CD-35s, suit theatre refreshment stand requirements.

BRISTOL ELECTRONICS, of N. Y., will exhibit the first portable neon sign equipment available to commercial markets and applicable to the needs of drive-in theatres and showman requiring outdoor lighting with a self-contained power supply in booth number 12.

VANILLA
TURKISH TAFFY
BONOMO
CHOCOLATE
TURKISH TAFFY
BONOMO
STRAWBERRY
TURKISH TAFFY
BONOMO
BANANA
TURKISH TAFFY
BONOMO

BONOMO CANDY will show its line of candies used in vending, including the popular Turkish Taffy bars, shown in the accompanying photograph, in booth number 80.

Carbon Products Appoints

NEW YORK—M. M. Rand has been named director of marketing for the Carbon Products Division of Union Carbide Corp. Succeeding him as marketing manager for electrode and metallurgical product is Robert D. Kennedy.

Rand joined Union Carbide in 1948 following graduation from Michigan State University with a B.S. degree in chemical engineering. After serving in the production and development departments, he joined the electrode products marketing group in 1954, and since January, 1962, has been marketing manager for electrode and metallurgical products.

Kennedy was graduated from Cornell University in 1954 with a B.S. degree in mechanical engineering, and joined Union Carbide in 1955. Following assignments as a field sales engineer, he was a project engineer on mechanical products from 1959 until 1961, when he was named division sales manager.

New Orleans' Saenger Now A Twin

■ Paramount Gulf Theatres' well known Saenger was given a smashing send off marking the debut of the once massive palace as a remodeled, piggyback twin theatre. Klieg lights, a SRO crowd, a dixieland band, and scores of notables brightened South Rampart Street for the twice postponed opening of "Becket" in the refurbished theatre.

Among the first nighters for the benefit premiere were city officials (headed by Mayor Victor H. Schiro), area leaders in business, industry, and the professions, and notables from the motion picture industry.

Renamed the Saenger-Orleans, the massive house was divided, with space for the upper level theatre taken from the mezzanine section of the former interior. Seating 700 patrons in luxurious new seats, the upper level is reached by a sparkling escalator, which transports patrons to the foyer, or via a stairway. The charm of the old upper level of the Saenger was retained in the redesigning, which utilized most of the existing statuary and decorative work. The blue and gold color scheme in the seating section was carried into other areas, with walls and ceilings painted to harmonize with the auditorium.

Champagne may be purchased in a luxurious lounge area, augmented by a standard concessions operation which also sells boxed candies.

Before the gala benefit got underway, Kermit Carr, president of Paramount Gulf Theatres, Inc. introduced notables in the audience including Page M. Baker, chief barker of Variety Club No. 45, which sponsored the premiere for various charities. Baker joined Carr on the podium to accept an envelope containing checks for $3,000, which represented contributions from distributors and exhibitors operating in the various exchange centers in the South. Baker said that a similar amount of money would be realized from the sale of tickets, enhanced by contributions from people in this region.

Mayor Schiro also joined Carr on the platform and delivered a message of gratitude and appreciation to Paramount Gulf Theatres for making it possible to offer the public an intimate and comfortable theatre.

The mayor, a long-time friend of the industry and advocate of Variety Club, thanked the audience for having made the event a success.

Among others present were Bernie Levy, ABPT vice-president-in-charge-of-southern circuits; Charles Boasberg, Para. general sales manager; Herb Gillis, sales director for special productions, E. D. Deberry, MGM southern division manager and Gordon Bradley, MGM Atlanta branch manager; Morris Lefkoe, Warner Bros. general sales manager, Lou Formato, assistant sales manager, Herb Bennin, southern division manager and Ollie Williamson, southern division sales manager; W. J. Heineman, UA vice-president and member of the executive board; Bob Hames, Continental Films, southeastern sales representative and Bob Hargette, Columbia southern division sales manager.

Also Henry Green, New York architect, and area contractors participating in the remodeling including Fred Landis, building; R. E. Neumann, electrical; Bob Sprague, architect; Lester Agnelly, signs; Dorman Strahan, painting; Charles Cassisi, mechanical engineer; Isadore Brandt, glass; W. E. MacMillian, Otis Elevator; E. T. Gunner, Interstate Electric Co.

ATTRACTIVELY PRINTED BADGES FOR ADVANCE REGISTRANTS

NATIONAL ASSOCIATION of Concessionaires

J. O. HOOVER

NAC Convention Chairman

Columbus, Ga.

Above is a sample badge in the name of J. O. Hoover, this year's General Convention Chairman, showing the new type printed badge which will be worn at the 1964 NAC Convention this year by those who register in advance. Since these have to be in the hands of the printer at least 15 days prior to the Convention, members are urged to send in their Advance Registration Form, together with check, to NAC headquarters as early as possible.

Listed by Underwriters Laboratories
and Canadian Standards Assn.

GOLDEN HOT-SHOT HEATER

Before You Buy A Cheaper Heater
Make Sure You Can Afford It . . .

Eprad builds more drive-in heaters than anyone (90% of new heater installations in 1963). No one has lower production costs. So if you can buy another heater at a lower price, it's cheaper in more ways than one—something vital has been eliminated. If so, it will do a poor job of heating cars or maintenance cost will be higher. Either way, you can't afford it—it'll cost you much more than you saved.

Before you buy heaters, get all the facts and compare. We'll be happy to provide complete Hot-Shot information. In addition, we also can supply theatre wiring diagrams, cold weather operation and promotion details, and a long list of Hot-Shot owners you can check with. Call your Eprad dealer or write to us today.

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CASH CONTROL SYSTEMS • SOUND SYSTEMS

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SERVING THE THEATRE INDUSTRY SINCE 1947

EXTRA
PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Al deProspero, editor **September 16, 1964**

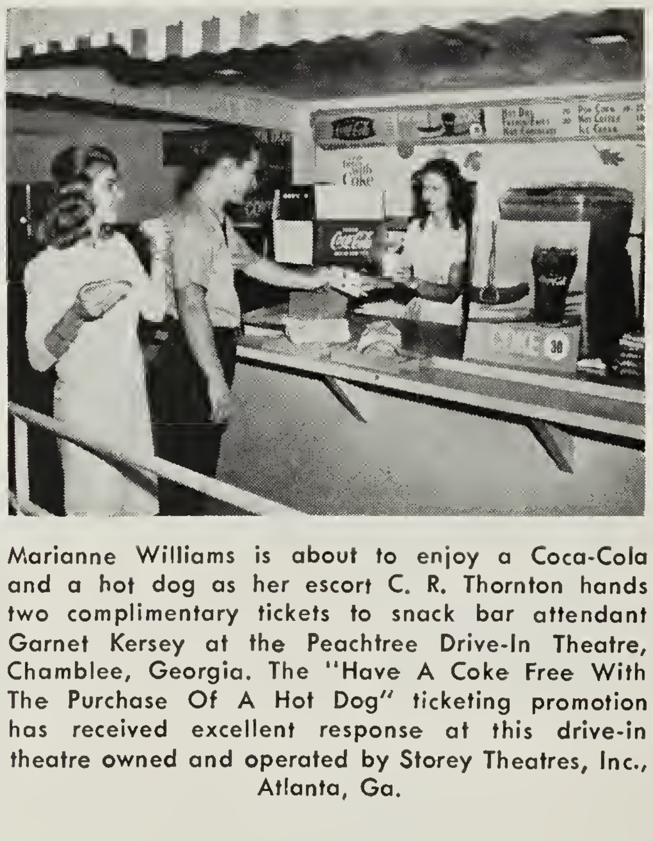
Coke's Ticketing Promotion

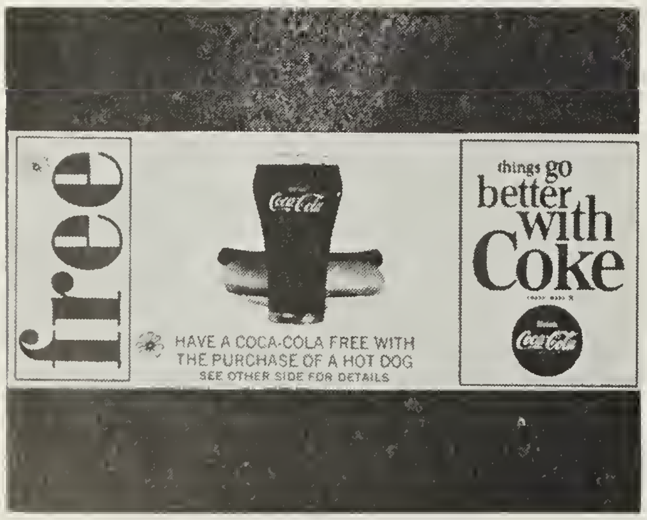
Using Coupons As Concession Sales Builders Draws New Customers And Helps Repeat Sales

THE Coca-Cola Co.'s fountain sales department has introduced a totally new ticketing program for 1964 which gives a tremendous boost to the theatre concession operator who invaribly wonders how he can increase his traffic and check averages with particular attention on the youth market.

The term "ticketing" (or couponing) refers to the distribution and return of tickets offering customers something free or at a savings. The chief reason for ticketing is to bring in new customers, retain old customers, build traffic, sales volume and good will. For example, a typical drive-in theatre owner who has just added hot dogs to his refreshment stand only to find that they are not selling, decides it's time to take action. A conference follows with the local representative of Coca-Cola's fountain sales department who suggests a ticketing promotion.

Initially, an objective is decided upon. It is to increase hot dog sales and secure new customers for the concession stand. Since hot dogs are the problem, the Coca-Cola and hot dog ticketing program is selected. One thousand tickets are ordered through the local representative for Coca-Cola at no charge. Each personalized ticket will arrive complete with the name of the drive-in theatre, address, city, state and the expiration date of the ticket printed on the back plus a special courtesy line which reads, "Our Drive-In Theatre Features The Best In Entertainment and Refreshment."


Marianne Williams is about to enjoy a Coca-Cola and a hot dog as her escort C. R. Thornton hands two complimentary tickets to snack bar attendant Garnet Kersey at the Peachtree Drive-In Theatre, Chamblee, Georgia. The "Have A Coke Free With The Purchase Of A Hot Dog" ticketing promotion has received excellent response at this drive-in theatre owned and operated by Storey Theatres, Inc., Atlanta, Ga.


free
Coca-Cola
HAVE A COCA-COLA FREE WITH THE PURCHASE OF A HOT DOG
SEE OTHER SIDE FOR DETAILS
things go better with Coke
Coca-Cola
Free Personalized Ticket

The where and how of distributing promotional tickets is a major factor in the planning stage. Should they go to home . . . . apartments . . . . schools . . . . community centers . . . . neighborhood stores . . . . where else? Should they be distributed like handbills, mailed or passed out over the counter. All these questions should be asked, debated and acted upon before beginning the promotion.

Subsequent points to cover in running a successful ticketing promotion are as follows:

a) Arrive at a fair price for the hot dog which is low enough to generate customer enthusiasm. Enthused customers are liable to buy more . . . . more often.

b) Align the ticketing promotion with a full-scale promotion at the drive-in theatre concession stand as well as the surrounding community. The Hot Dog & Coke promotion kit is one of eleven Coke and food tie-in kits filled with mouth watering point-of-sale pieces.

c) Estimate how long the ticketing promotion will run. Field personnel of the fountain sales department recommend two to three weeks.

d) Conduct a sales meeting to alert all personnel to the ticketing program and how to handle the tickets.

e) A program of this type is only as good as its effectiveness. In addition to counting the number of tickets returned, the drive-in theatre operator should know how many hot dogs were sold the week before ticketing versus how many were sold the week after. The investment is only the cost of the syrup for Coca-Cola . . . about 2 cents a customer, which is easily absorbed in the price of the hot dog. Sales of Coca-Cola before and after the promotion should be noted.

The ticketing promotion is completed when the Ticketing Check List And Evaluation Guide is filled out. Ticketing is only one phase of a personalized program called "Custom Merchandising" by Coca-Cola. This program is designed to increase dealer sales and is available free from the local representative of Coca-Cola with an average of 12 years experience backed by a staff of specialists. He has been trained to understand all types of operations and to offer assistance in many areas.

San Juan Twin Opened

SAN JUAN, P. R.—San Juan, a city that has not seen a completely new theatre built in 26 years, has opened two brand-new movie showcases, one of them the island's first 1,400 seat picture palace, the other its first art theatre.

Comonwealth Theatres of Puerto Rico, Inc., introduced its flagship project with klieglights, celebrities, and fanfare befitting the biggest movie event in San Juan's history. The event was unprecedented in enough ways to warrant widespread interest on the mainland as well as in Puerto Rico.

The company has come up with a back-to-back design which enables both theatres to use the same lobby, concession counter, ticket booth, and projection room. In addition to obvious advantages, such as greater economy and space-saving, the design enables an exhibitor to use both theatres for the same picture, using the same print, when a "blockbuster" that warrants such special treatment comes along.

Also providing food for thought is Commonwealth Theatres' introduction of a picture palace into a community at a time when mainland exhibitors are just coming out of a long post-war slump and cautiously experimenting with smaller, shopping-center houses.

To booming, movie-loving Puerto Rico, the additions needed no special significance to assure their warm welcome on opening night. After a celebrity-studded party at San Juan's famous Top-of-the-First restaurant, San Juan residents flocked to see the two hottest current products from two continents: "Carpetbaggers," which was having its first showing outside the mainland, and "Yesterday, Today, and Tomorrow."

Pepsi Up For Half

NEW YORK—Pepsi-Cola Co. reported sales of $119,913,000 for the first six months of 1964, an increase of 18 per cent over the sales figure of $101,857,000 for the comparable 1963 period, Donald M. Kendall, president announced.

Consolidated net earnings were $8,192,000 equal to $1.25 a share, after reserve for Federal and foreign income taxes and after reserve for foreign activities in 1964. This compares with 1963 half-year figures of $7,952,000 equal to $1.22 per share.

Kendall pointed out that Pepsi's first 1964 first six-months' sales figure was more than the company's total sales for all of 1956, only eight years ago. Pepsi-Cola Co.'s annual sales in 1956 were $97,035,805.

Kendall attributed the record 1964 sales figure to increasing trade and consumer acceptance of Diet Pepsi-Cola, the company's new low calorie drink. Diet Pepsi was released for national distribution on April 1, 1964, backed by saturation advertising and promotional campaigns at regional and local levels. Kendall also reported that at present there are 330 bottlers actively bottling and distributing Diet Pepsi-Cola. The drink is now available to more than 121 million persons or some 64 per cent of total U. S. population.

ANPA Cites Beverage Firm

COLUMBUS, GA.—The newspaper business honored the Royal Crown Cola Co. for its pioneering action in marketing the first nationally distributed dietary cola and for its massive use of newspaper advertising is successful promotion of Diet-Rite Cola, with a "Citation for Outstanding Accomplishment In Newspaper Advertising" presented here by Charles T. Lipscomb, Jr., president of the Bureau of Advertising, ANPA.

As Disastrous As No
Spare in the Desert,
Is No Spare in the Booth

For want of an extra mirror, business can be lost by shut-down.

Always have a spare **TUFCOLD FIRST SURFACE COLD DICHROIC REFLECTOR**

Better yet, also replace your old reflectors now with these modern, long-service reflectors with the harder than glass, flake and peel-proof front coating.

THE COATING IS GUARANTEED FOR 2 YEARS!

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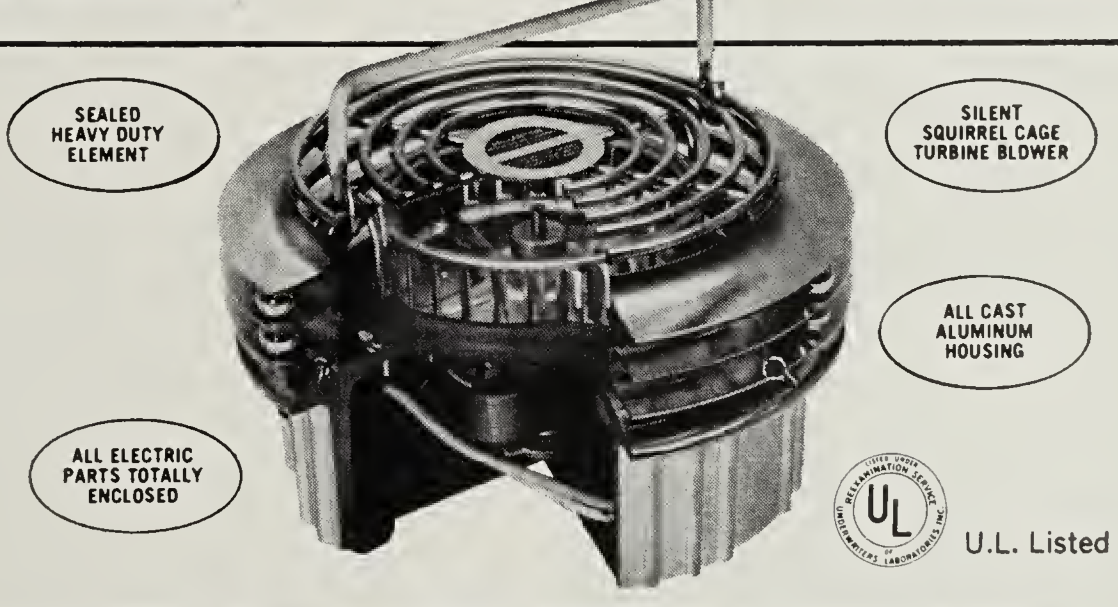
Ballantyne 360
ELECTRIC IN-A-CAR HEATER


SEALED HEAVY DUTY ELEMENT
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ALL CAST ALUMINUM HOUSING
ALL ELECTRIC PARTS TOTALLY ENCLOSED
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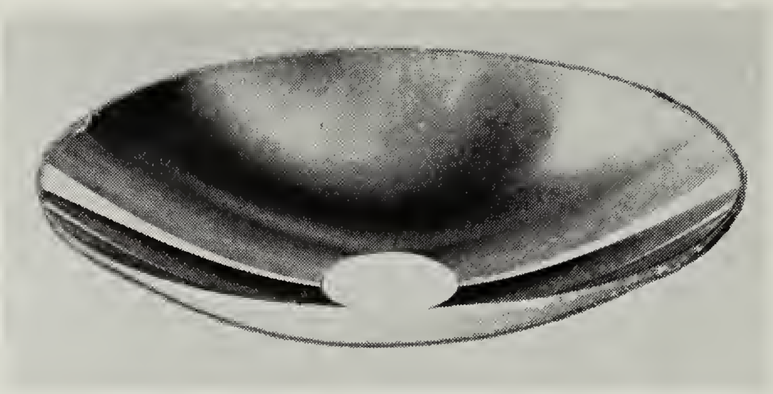
DO IT NOW!

There's EXTRA PROFIT in a Longer Season

Keep those hard-won summer customers. Do it now when you have plenty of help. Add comfort on those cool autumn and winter evenings. Ballantyne 360 provides full circle, non-directional, all-around heat, and efficiently. Check these features, then call us for all the facts: All electrical connections are enclosed in Rugged aluminum housing. Heating element and motor secured for rough usage. Trouble free switch. Thermostat is new type snap action. Fast heating element. Trouble free motor with special bearing and stainless steel shaft. Air Rotor guard heavy steel wire—corrosion resistant. All parts aluminum or stainless steel may be replaced individually without buying associated assemblies. Simplified servicing—one minute for disassembly. Theft proof screws.

Ballantyne INSTRUMENTS & ELECTRONICS, INC.
A Division of ABC Consolidated Corporation
1712 Jackson St. Omaha, Nebraska 68102

Success In Reflection



H-S High Precision Metal Reflector

THIRTY years ago, on November 10, 1934, the Heyer-Shultz Precision Metal Reflector was developed and shortly thereafter was placed on the market in the form of Motion Picture Projection Arc Reflectors. In the years that have passed the facilities for this activity have found new fields in Government Research & Development projects such as searchlights, radar, ultra-violet and infra-red applications, solar furnaces, arc image furnaces, solar simulators, etc.

HEYER

It all began when the late Charles E. Shultz, a local projectionist, ran into the problem of mirror breakage with the new reflector arc lamps he was operating. He took his problem to a friend, Earl B. Heyer now president of Heyer-Shultz, Inc., who at that time was a machinist and an active member of a local camera club. The matter was discussed, a plan formulated and within two days the first prototype reflector was on test.

The initial model to be made was a 7⅝" elliptical reflector for use in the Peerless low intensity lamp, which at that time was being converted from the combination parabolic mirror/condenser arrangement. From there the next step was a reflector of 11⅜" diameter for use in the 1KW lamps and then the 13½" and 14" sizes for use in the larger lamps.

These reflectors were constructed of a preformed to near curvature brass base material which was then lathe turned to optical precision, ground, polished, nickel plated, polished and rhodium plated. Due to the high degree of optical precision of this product it was able to meet the screen illumination requirements as established by the more reflective silvered back mirror, which was not optically ground.

The H-S Reflector was marketed through independent motion picture equipment distributors for several years until a national organization realized the merits of the product and took over its distribution. In the early 1950's the Heyer-Shultz Metal Reflector was made available to all distributors. As Drive-In Theatres became popular and large screens for Cinemascope were necessary lamps were converted to burn larger carbon trims at higher amperages. Because these lamps were not originally designed with sufficient ventilation to handle this amount of heat and arc smoke the mirror breakage problem became paramount, with the result that the H-S Metal Reflector was a MUST in many instances and a real economy item in less extreme cases.

With the advent of the larger screens more illumination was required and to fill this demand Heyer-Shultz, Inc. introduced its High Efficiency Aluminized Metal Reflector in 1952. This type reflector was 12% more reflective than the standard rhodium plated type and was made available for use in all lamps, including the then new 16" and 16½" reflector lamps, as well as the 18" and 21" lamps that followed.

About this time numerous Government projects began to appear in which precision metal reflectors were specified, for use in searchlights, missile range shadowgraph photography, infra-red detecting devices, radar scanning reflectors and arc image furnaces, plus many other types made to special specifications for which the end use was not revealed. As of this writing the current R & D work in precision metal reflectors is extremely active.

As an afterthought, it might be of interest to mention the unexpeced by-product that resulted from this activity, the rehabilitation of H-S metal reflectors that have, in many instances, been in regular use for more than 20 years. This refinishing operation restores the scratched reflective surface to its original lustre and durability for but a part of the new reflector price, thereby adding to dependability.

Heyer-Shultz Plant

And it all started in a small town projection booth!

New Am. Mat Catalog

A completely new catalog on floor matting for commercial, industrial and institutional use has just been made available. Included is full information and illustrations of mats, runners, stair treads and floor tile.

Issuance of the catalog marks a third of a century of specializing in floor matting for American Mat Corp. with trained specialists located throughout the nation.

Types of product covered include non-slip matting for providing safety underfoot; scrapeage matting for effecting better sanitation; standing mats for comfort underfoot, retarding fatigue and increasing production; mats for floor and entrance beautification and modernization; and runners for carpet protection.

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Kodak's Arnold Wins Kalmus Award

NEW YORK—Earl L. Arnold, manager of the film emulsion and plate manufacturing divisions of Eastman Kodak Co., in Rochester, N. Y., has won the 1964 Herbert T. Kalmus Gold Medal Award of the Society of Motion Picture and Television Engineers (SMPTE).

The medal will be presented to Arnold in ceremonies during the Society's 96th Technical Conference, Sept. 27-Oct. 2 at the Commodore Hotel in New York.

Established in 1955 in honor of the developer of the Technicolor process, the award recognizes outstanding technical achievement in color motion pictures for theater or television use. This year's award was announced by SMPTE President Reid H. Ray. Chairman of the award committee was Edward H. Reichard, chief engineer of Consolidated Film Industries, Hollywood.

A Fellow of SMPTE, Arnold has been engaged in the development of improved photographic emulsions since the mid-1920's. He has been general superintendent of the emulsion and plate manufacturing divisions of Kodak from 1937 to 1952, and manager of these divisions since 1952.

Arnold holds a degree in chemistry from Cornell University and is an associate of the Photographic Society of America and a member of Sigma Xi, the Photographic Society of Great Britain, the Society of Photographic Scientists and Engineers, the American Chemical Society, and the American Association for the Advancement of Science.

He lives in Rochester.

Big Difference Of Opinion On Texas Theatre's Value

FORT WORTH, TEX.—A controversy has arisen here regarding the value of the Majestic Theatre block in the downtown section of the city.

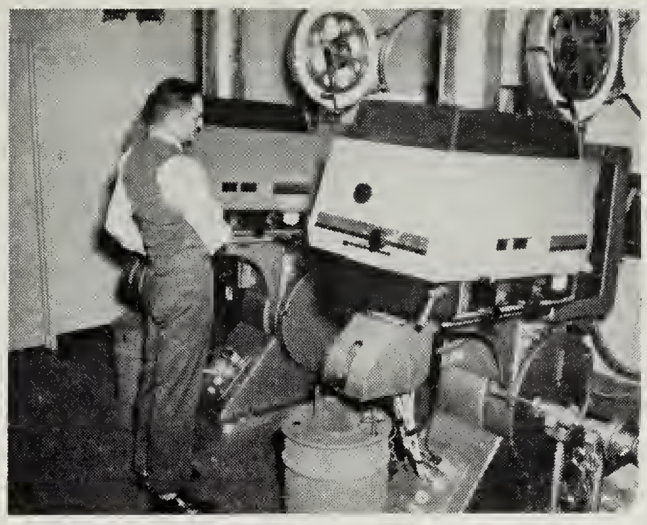
J. M. Williams, county auditor, estimated $1,000,000 in advising the county commissioners to omit the block for the convention center site. The Fort Worth Real Estate Board, which had been appraising the 13 block downtown site for the commissioners, came up with an estimate of $296,500 for the Majestic block.

Herman Goldblatt, Dallas, owner of the Majestic, came out into the open with the announcement of the latest figure. He had purchased the Majestic about two years ago and has been refurbishing the theatre to open Sept. 17 with "Night of the Iguana" and a stage show.

He attacked the latest figure as "a windshield" appraisal. This is done by driving around the block and making an estimate. Goldblatt said that he would not be happy even if he were given $1,000,000.

Three appraisers hired by Goldblatt estimate from $586,684 (without value of land) to $1,200,000.

Whether the Majestic block will be eventually included in the convention site has not been decided.



Clean, attractive projection booths seem to be the rule in Youngstown (Ohio) theatres. Here is another installation of the new Strong Futura projection arc lamps in that city . . . that of the Boardman Plaza Theatre. Seen operating is projectionist Mike J. Kohawski, IATSE Local 388.

RC Gains For Half

COLUMBUS, GA.—President W. H. Glenn reports earnings of Royal Crown Cola Co. and its consolidated domestic and foreign subsidiaries for the six months ended June 30, 1964, amounted to $1,621,276 after providing $1,815,000 for federal and state income taxes; as compared with earnings of $985,983 for the comparable 1963 period, after providing $1,261,000 for federal and state income taxes.

1964 first-half earnings were up 64 per cent over those for the same period of 1963. Per share earnings after taxes advanced 49 cents per share of common stock during the six-month period, increasing from 84 cents in the first half of 1963 to $1.33 per share for the six-month period of 1964.

Glenn attributed the gains to increased distribution of the company's products which include Royal Crown Cola, Diet-Rite Cola, Nehi Beverages, Par-T-Pak, Upper 10 and Bev-Rich, a pre-sweetened powdered beverage mix. He said the company's bottler organization continues to expand its marketing operations and plant facilities. He observed that Diet-Rite Cola sales have made a major contribution to the company's increased sales and earnings, and continue to gain in the national market.

Glenn reported overseas activities have been advancing steadily.

At a meeting of its board of directors a new regular quarterly dividend, 20 per cent higher than previously was voted. The dividend will be 12 cents per share per quarter, reflecting a 3-for-1 stock split effective as of Aug. 21, as approved in a special stockholders meeting held in Wilmington, Delaware, Aug. 4. The increased dividend will be paid Oct. 1 to holders of record Sept. 15. This will be the 105th consecutive quarterly dividend paid by the third largest soft drink manufacturer.

The split increases the company's authorized common stock to six million shares.

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CARBONS, INC. BOONTON, N. J.

Reade Opens New Indoor Adjacent To Big D-I

EATONTOWN, N. J.—Walter Reade-Sterling's new Community Theatre located adjacent to the Eatontown here had a gala opening including a reception and dinner for first-nighters.

The entire area will be known as the "Eatontown Cinema Centre" with the Community and Eatontown Drive-In operating as an indoor-outdoor unit.

The new 900 seat Community, which fronts on Monmouth Parkway, is of early American design, and is a virtual duplication of the organization's Community in Cherry Hill, N. J., which opened just a year ago and has received architectural awards for its design and decor.

The Eatontown Community is shingle-roofed with red sidings, and has a white colonnade front. Although the decor is colonial, the theatre has the most advanced projection and sound equipment. Among the many patron conveniences are push-back seating with extra wide rows to assure ample leg room.

Public officials of Eatontown and Monmouth County joined celebrities of the motion picture industry at a reception and buffet dinner at the Crystal Brook Inn prior to a special preview.

The "Eatontown Cinema Centre" complex is another first for the Walter Reade-Sterling organization, comprising both a major conventional roofed theatre and a year-round outdoor theatre within the same area, accommodating over 1200 cars. Although major first-run films will be shown simultaneously at both theatres, occasionally each theatre will play different attractions.

The Community, the first to be built by the circuit in Monmouth County in many years, will raise to more than 50 the number of theatres for the Walter Reade-Sterling organization, and will represent another milestone in its expansion program. Last month, in conjunction with the General Cinema Corp., the company opened the Cinema Theatre in the Blue Star Shopping Center near Plainfield. On Aug. 1st, it acquired the Bridge Theatre in San Francisco, Calif., and on Aug. 10th, took over the Fine Arts Theatre on New York's exclusive East Side. In 1963 Walter Reade-Sterling built or acquired seven new theatres.

A pioneer in the motion picture industry, with almost sixty years of theatre operation, Walter Reade-Sterling has been a leader in Monmouth County's entertainment field for decades. Its theatre operations are centered principally in New Jersey and New York, and includes seven first-run theatres in Manhattan and Queens.

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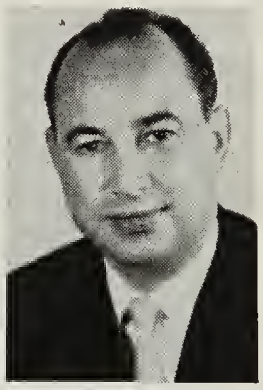
FLASH! . . . Another Neva-Burn theatre installation completed—650 chairs beautifully reseated in white and turquoise nylon at Walt Gettinger's Ocean City Theatre, Ocean City, Md. . . .

Edward Lachman Dies

Edward Lachman, president of Carbons, Inc., Boonton, N. J. died while attending the Allied Theatre Owners of N. J., convention at the Concord Hotel in Sullivan County, on August 4th, at the age of 56.


LACHMAN

To exhibitors, dealers, and others in the trade as well as the trade press, Ed was the epitome of warmth, friendliness and enthusiasm in his business as well as in his social activities.

Under his leadership and guidance, Carbons, Inc., enjoyed considerable growth with the recent establishment of the XeTRON division, which distributed motion picture sound equipment and power supplies. His plans for a well-rounded expanded organization began to take form as he added several well known engineering and executive people to his staff and embarked on a program of sizeable expansion.

In his wide range of activities, Ed served as Chief Barker of the Variety Club Tent 35, as president of the Allied Theatre Owners of N. J. from '46 to '49 and served on its board; was a member of TESMA, SMPTE, TOA, president, The Fire Island Community and numerous other organizations in the field.

Surviving are his wife Rosabella, his elder son Edward, Jr. and twin sons Wayne and Robert.

Atlanta Getting Three New Gateway Theatres

ATLANTA—In the near future Atlanta can certainly be considered the "gate way" to motion picture entertainment with the addition of three new "Gate Way" theatres to be known as the North Gate, East Gate and South Gate, plus the West Gate theatre, previously announced by the Martin Theatre circuit.

The North Gate will be located at the intersection of Roswell Rd. and the Perimeter Highway (also known as Interstate 285), in the Sandy Springs area.

East Gate, serving Decatur and central DeKalb County, will be located in the Suburban Plaza Shopping Center, at the intersection of the Lawrenceville Highway, Scott Boulevard and North Decatur Road. The South Gate theatre will be built at the intersection of the Perimeter Highway, the business route of US 41 and 19 South and the old Dixie Highway.

All of the theatres, each of which will seat 900 people, will offer ultra modern decor and will be equipped to show 35mm, 70mm and Cinerama productions. An abundance of free parking space will be available at each situation.

Construction has started on the West Gate theatre, which was announced a few weeks ago, and is located in the West Gate Shopping Center off the Lakewood Expressway. Also announced is the Georgia Theatre, on North Druid Hills Road at the intersection of the Northeast Expressway, of which construction will begin by September 15.

The announcement made also includes the erection of the Village to serve North and Northeast DeKalb County. This theatre will be located in the Briarcliff Shopping Center at the junction of Briarcliff Road and LaVista Road, just off the Perimeter Highway. Other locations are being considered in Doraville, at the intersection of the Perimeter Highway, Peachtree Industrial Boulevard and the Buford Highway, and another in the Southeast DeKalb County area.

Officials of the Martin Theatre organization also announced construction plans in Marietta and Cobb County, Georgia. Property has been acquired for drive-ins in the North and South of Cobb County.

The South Cobb County Drive-In Theatre will be a dual purpose unit with 800 speakers for a drive-in in the open air portion, and 800 seats in a conventional indoor theatre.

The North Cobb County Drive-In will be able to handle 700 cars.

Ballantyne Sales Up

OMAHA—Ballantyne Instruments and Electronics Inc., division of ABC Vending Corp., reported that sales for the first quarter of 1964 were 127 per cent ahead of 1963, and the highest in the company's history. Company executive vice-president, J. Robert Hoff, said that the increase was attributable to sharply increased sales in both the Flavor Crisp Pressure Fryer division and in the company's All-In-One theatre equipment package.

He said that the picture for the second quarter was equally bright and should reflect the same improvement throughout the company.

Three St. Louis D-I's Get Core-Lites

ST. LOUIS—Three Drive-In theatres, all built in pre-Cinemascope days, have modernized their projection and screen lighting equipment by replacing all of the equipment previously used with new and improved equipment designed to give the most light possible per killowatt of electricity used.

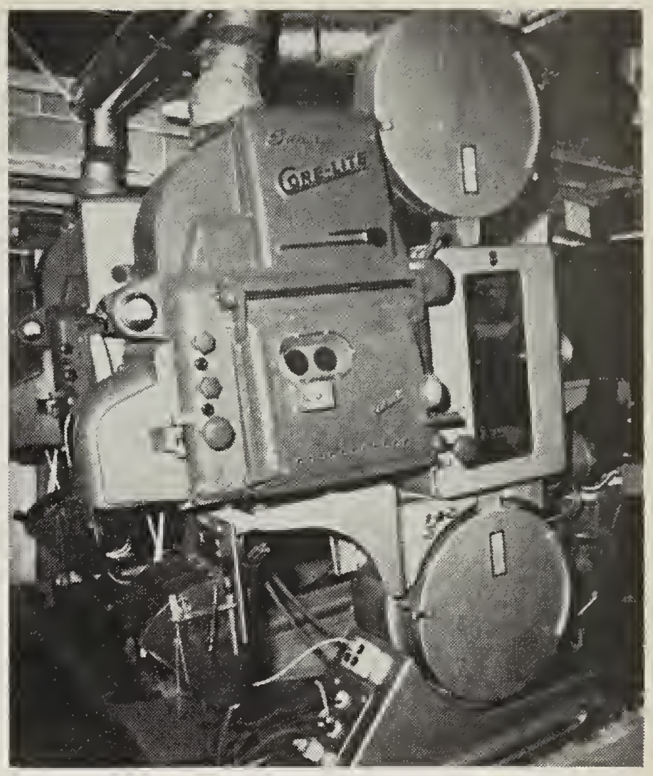
Barton Krueger, general manager, Wehrenberg Theatre Circuit, selected Ashcraft Super Core-Lite Arc Lamps to light the 52′ x 104′ screens in their Ronnie's Drive-In, located on Lindbergh Blvd. in South St. Louis County and in their North Drive-In, located on Highway #67 in North St. Louis County. In addition to the Core-Lites, Philips Norelco 35/70-mm projectors with multiple magnetic and optical sound pickups were installed.

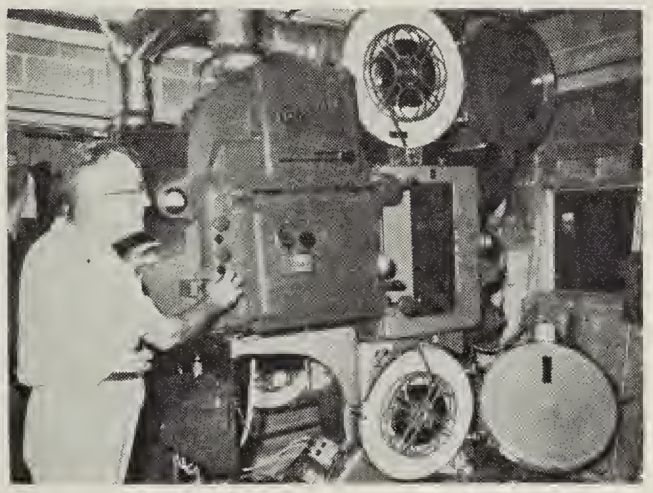
The Holiday Drive-In, located on Page Blvd. in West St. Louis County, is owned and operated by Louis Jablaknow of Mid-America Theatres. They selected Ashcraft Super Core-Lite Arc Lamps and new Simplex XL projectors with high speed 5-to-1 ratio intermittment movements. The size of the Holiday screen is also 52′ high and 104′ wide.

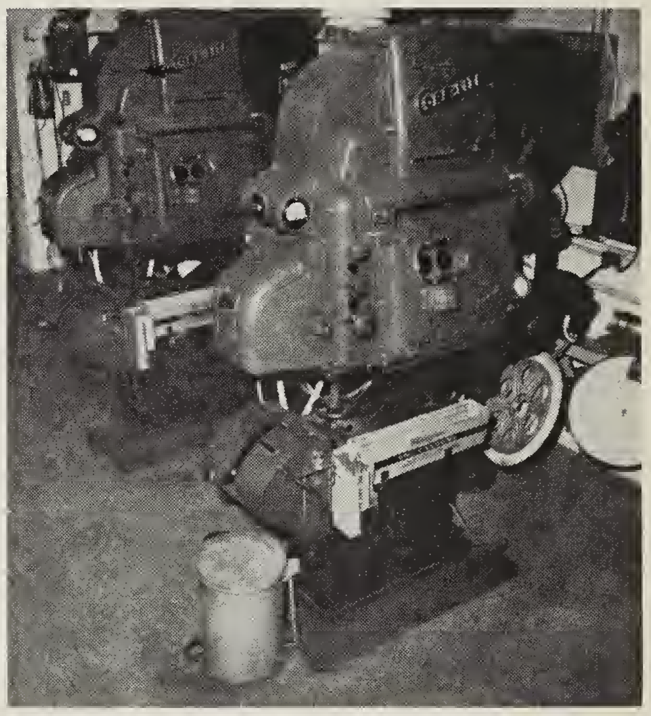
All three Drive-Ins made these improvements in projection and screen lighting equipment within a thirty day period, which indicates a trend towards the updating of equipment in older drive-ins.

The Super Core-Lite lamps in each of the three theatres burn at 145 to 160 amperes with 64 to 66 arc volts. The working distance between the cold type reflector and the film is 29½″, an exclusive feature of the lamp. 13.6-mm x 18″ positive rotating high intensity and 7/16″ x 9 special copper coated negative carbons are used. The pure silver positive carbon jaws are water cooled.

No change in the current converters in the three theatres was necessary since the existing motor generator sets were of capacity well within the current and voltage range to operate the Super Core-Lites.


Ronnie's Drive-In, Lindberg Blvd., South St. Louis County, showing Ashcraft Super Core-Lite arc lamps and Philips Norelco 35/70mm projectors.


North Drive-In, Highway #67, North St. Louis County, showing Super Core-Lites and Philips Norelco 35/70mm projectors. The projectionist is Irving Mueller, a member of the St. Louis I.A.T.S.E.


Holiday Drive-In—Page Blvd., West St. Louis County—St. Louis, Mo. showing Super Core-Lites and Simplex XL Projectors with 5-to-1 ratio fast pull down intermittent movements. Simplex XL sound heads.

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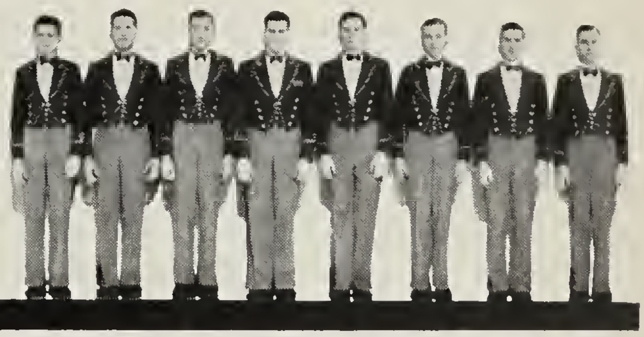

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Broumas Circuit Launches New Wash. Suburban House

SILVER SPRING, MD.—Announcement was made by John G. Broumas and Meyer Keilsohn of the ground breaking for the newest addition to their circuit of Washington suburban theatres, located in Prince Georges County in the Andrews Manor Shopping Center. The theatre, named for the shopping center, will bring to this area first run motion pictures, as do the other Showcase Theatres operated by Broumas and Keilsohn.

The structure, which is free-standing but connected to the rest of the shopping center by a long canopy, will be of modern design and patterned after the other new theatres recently erected by this theatre chain.

The Andrews Manor will be equiped with a new concept in sound and projection. Using a new type of projector from Holland, the theatre will be able to present 70mm productions on an ultra wide screen, as well as CinemaScope and conventional 35mm feature presentations. The entire auditorium will be surrounded by sterophonic speakers utilizing six channels.

The seating capacity will be 1,000. The floor of the auditorium will be so pitched and the seats staggered so as to give every patron an unobstructed view of the wide screen.

The decor will be custom designed in soft hues, but very plush. An "all climate control" will be maintained by three heating and air-conditioning units, each capable of providing sufficient patron comfort in case of emergency.

The safety of patrons has also been taken into consideration in the building and equipping of the theatre. The structure itself will be of fireproof construction. No seat will be more than 14 feet from an aisle, and every aisle will have at least two exits.

The Andrews Manor will have parking facilities for over 1,000 cars, and during inclement weather, cars can draw up to the covered entrance to pickup and discharge passengers.

The new Showcase Theatre is expected to be completed for Christmas.

Schlanger Opening Indoorer

SPRINGFIELD, PA.—Claude J. Schlanger, president Budco Quality Theatres, announces that Cinema I, located on Baltimore Pike, U. S. 1, Springfield, Pa., will be open to the public on September 23, 1964.

The site of the new house is approximately one-quarter mile west of the new Strawbridge & Clothier store.

The Cinema I has a capacity of 900 seats, with paved parking for some 300 cars. Schlanger described it as contemporary in design, with a curved marquee of black "Granolux," complemented by Valley Forge stone and mulit-shaded colonial brickwork on all exterior walls.

A spacious lobby features wood panels and vinyl wall covering with a boxoffice serving patrons either outside the theatre or in the outer lobby.

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....Ticket Boxes
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SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new Issue Is a complete, carefully checked reference Index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week Interval between Issues, and then discard It as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all Inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107

MOTION PICTURE
EXHIBITOR
plus
SHOWMEN'S TRADE REVIEW

SEPTEMBER 16, 1964 SECTION TWO
VOL. 72, NO. 9

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title Indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most Important names. Next Is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 GUN HAWK, THE—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6410 MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made
6406 NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed In Ireland
6405 SECRET DOOR, THE—MD—72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made
6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6411 STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad
6409 STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad)
6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
6408 THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
ESCAPE BY NIGHT—Terence Longdon, Jennifer Jayne—English
PARTY, THE—Carol Lynley
RACING FEVER—(C)—Joe Morrison, Barbara Bigert
TAFFY AND THE JUNGLE HUNTER—(TC)—Jacques Bergerac, Manuel Padula
VALLEY OF THE WHITE WOLVES—(EC)—Adam West, Linda Saunders
WHITE SAVAGE—(EC)—Janette Scott, Keiron Moore

AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthtul, macabre money-maker
822 COMMANDO—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made In Spain
813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller Is okay programmer—Italian-made, English dialogue
809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest

TO BE REVIEWED

CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson Jon Powers
DIARY OF A BACHELOR—(S)—William Traylor, Dagne Crane
FEAR—Boris Karloff
GODZILLA VS THE THING—(EC)—Japanese-made
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear	A2	MGM
• Adventures Of Ali Baba, The		U
• Adventures Of Scaramouche		Emb.
Act One	A2	WB
• Affair At The Villa Fiorita, The		WB
• Agony And The Ecstasy, The		Fox
All The Way Home	A2	Par.
America, America	A3	WB
• Americanization of Emily, The	B	MGM
• Amok		Fox
Any Number Can Win	A2	MGM
• Apache Uprising		Fox
Ape Woman, The		Emb.

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

• Aphrodite, Goddess Of Love		Emb.
• Art Of Love		U
Avenger, The		For.
Of Orgosolo	A2	For.

B

Barbarian's The		For.
Bedtime Story	A3	UI
• Bear The	A1	Emb
Behold A Pale Horse	A2	Col.
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man The	A4	UA
• Big Week-End, The		WB
Bikini Beach	A3	A-I
Black Duke, The		For.
Black Like Me	A4	Misc.
Black Sabbath	B	AI
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow		AA
Blood On The Balcony		For.
Bomb In High Street		For.
Brass Bottle The	A1	U
Bridge On The River Kwai, The RE	A1	Col.
Bridge To Glory		For.
• Buddha	A3	UA
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U

C

Captain Newman, M.D.	A2	U
Cardinal, The	A3	Col.
Carpetbaggers, The	B	Par.
Cartouche	A3	Emb.
Castillian The	A2	WB
Castle Of Blood		Misc.
Ceremony The	A3	UA
Chalk Garden, The	A2	U-I
Charade	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	A1	Par.
Cleopatra	B	Fox
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
• Congo Vivo		Col.
• Conquered City		AI
Conjugal Bed The	B	EMB
• Contempt	C	Emb.
• Crack In The World		Par.
Crawling Hand, The		Misc
Crazy Desire	B	EMB
Crimson Blade, The	A1	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
• Diary Of A Bachelor		AI
• Dingaka		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Dream Maker, The	A-I	U
Dr Crippen	A3	WB
Doctor In Distress		For.
Dr Strangelove	A4	Col.
Don't Tempt The Devil	A3	For.
Dragon Sky		For.
Duel Of Champions		For.

E

• Earth Dies Screaming, The		Fox
Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• Emil And The Detectives		BV
Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
Erik The Conqueror	A2	A-I
• Escape By Night	A2	AA
Escape From Hell Island		Misc.
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jones	A3	Fox

F

• Fail Safe	A2	Col.
Fall Of The Roman Empire	A1	Par.

LAST TOMB OF LIGEIA, The—(S; C)—Vincent Price
NAVAJO RUN—Johnny Seven, Virginia Vincent
OPERATION SNAFU—Sean Connery, Stanley Holloway
PAJAMA PARTY—(PV, C)—Tommy Kirk, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter
VOYAGE TO THE END OF THE UNIVERSE—(S)—Dennis Stephens

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

146 FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
145 INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
153 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
148 SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
151 THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
154 TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
147 20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad
64030 BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
64012 CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
64018 CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries June Thorburn—5149 (4-1-64)—Fair import—English-made
64019 DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
64004 DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry
64021 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barberra—5169 (5-27-64)—Cute lock at hero of comics and TV ranks with best cartoon features
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
64020 LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino——5173 (6-10-64) Lavish and spectacular period adventure tale—European made
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
65002 NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
64017 PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal
64016 QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
65003 RIDE THE WILD SURF—D-101m.—(Color)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
64014 STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
64015 SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made
64011 UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
64013 VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold
HIGHWAY—Steve McQueen, Lee Remick
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RISE OF GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason
SENILITA—Anthony Franciosa, Claudia Cardinale
SHIP OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
WATCH IT SAILOR—Dennis Price, Marjorie Rhodes
WORLD WITHOUT SUN—Jacques Cousteau Documentary

CONTINENTAL

BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose
ORGANIZER, THE—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles

SEDUCED AND ABANDONED—CD-118m.—Saro Urzi, Stefania Sandrell—5191 (7-22-64)—Good Import—Italian-made; English titles
BILLY LIAR—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made
TO BED—OR NOT TO BED—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles
POINT OF ORDER—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal
HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles

COMING

YOUR SHADOW IS MINE—(C)—Jill Haworth, Michel Ruhl
BEBO'S GIRL—Claudia Cardinale, George Chakiris—Italian-made; subtitles
MEDITERRANEAN HOLIDAY—70mm in color—Narrated by Burl Ives
LOVE GODDESSES, THE—All Star Cast
LUCK OF GINGER COFFEY, THE—Robert Shaw, Mary Ure

EMBASSY

APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles
CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmondo, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vladdy—5094 (9-25-63)—Well-made, entertaining import—Italian made, English titles
CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles
EASY LIFE, THE—D 105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made, English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Spaak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD 92m.—Peter Cushing Michele Mercier—5117 (12-18-63)—Mediocre Import—English-made
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly Interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barray—French-made
BEAR, THE—Renato Rascal, Francis Blancne
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
DINGAKA—Stanley Baker, Juliet Prouse
HELLFIRE CLUB—Peter Cushing, Adrienne Corri
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
ONLY ONE NEW YORK—Documentary
SANTA CLAUS CONQUERS THE MARTIANS—Fantasy

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
5421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made: English titles
414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
405 **FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
416 **GLOBAL AFFAIR A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle tops them all
422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
431 **LOOKING FOR LOVE**—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musciai boosted by appearances of guest stars
418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
412 **PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made In Sweden
425 **RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
419 **SEVEN FACES OF DR. LAO**—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
413 **SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior muscial fun entertainment
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot In bright, star-filled farce

Family Diary	A2	MGM
Fantasia—Re.	A?	BV
• Fargo	A3	U
• Fate Is The Hunter	A1	Fox
• Father Goose		U
• Favor, The		U
FBI Code 98	A1	WB
• Fear		A I
• Ferry Cross The Mercey		UA
• Finest Hours, The		Col.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	A1	MGM
• Fluffy		U
For Those Who Think Young	A3	UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb

G

• Galleghar		BV
• Ghost At Noon		Emb.
Giant Monster, The		For.
• Girl Happy		MGM
Girl With Green Eyes	A4	For.
Glass Cage, The		Misc.
Gladiators Seven	A-I	MGM
Global Affair A	A3	MGM
• Godzilla Vs The Thing		Ai
Gold For The Caesars	A2	MGM
Golden Arrow, The	A1	MGM
• Goldfinger		UA
Goliath And The Vampires	A2	A-I
Gone Are The Days	A2	Misc
• Go-Go Set, The		MGM
• Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
• Graveside Story, The		A-I
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
• Gunfighter At Casa Grande		MGM
Gun Hawk The	B	AA
Guns At Batasi	A3	Fox
• Guns Of August		U

H

• Hallelujah Trail, The		UA
Hard Day's Night, A	A1	UA
• Harvey Middleman, Fireman		Col.
He Rides Tall	B	U
• Hellfire Club	A3	Emb.
Hercules In The Haunted World.		For.
• Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	A1	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
• Highway		Col.
• High Wind In Jamaica, A		Fox
Honeymoon Hotel	B	MGM
• Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
House Is Not A Home, A	B	Emb.
• How To Murder Your Wife		UA
How The West Was Won	A1	MGM
• Hush, Hush, Sweet Charlotte		Fox

I

I'D Rather Be Rich	A2	U
• I'll Take Sweden		UA
Incredible Journey, The	A1	BV
• In Harm's Way		Par.
In The French Style	A3	Col.
Incredible Mr. Limpet, The	A1	WB
Intimate Diary Of Artists' Models		Misc.
• Invitation To A Gunfighter	A3	UA
Island Of The Blue Dolphins	A1	U
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

• John Goldfarb, Please Come Home		Fox
• Joy House		MGM
• Joy In The Morning		MGM
• Judith		Par.

K

Killers, The	A3	U
Kings Of The Sun	A2	UA
● Kiss Me, Stupid		UA
Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
● Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
Ladybug, Ladybug	A2	UA
Lady In A Cage	B	Par.
Lanterna Magica		For.
Lassie's Great Adventure	A1	Fox
● Last Man on Earth	A2	A-I
● Last Tomb Of Ligeia, The		AI
Lawrenca Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
● Life In Danger, A	A2	AA
● Light Fantastic, The	B	Emb.
● Lilith	A4	Col.
● Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
Looking For Love	B	MGM
● Lord Jim		Col.
Lorna		Misc.
● Love Has Many Faces		Col.
● Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.
● Loved One, The		MGM

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
Mail Order Birde	A3	MGM
● Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marnie	A3	U
● Marriage-Italian Style		Emb.
Mary Poppins	A1	BV
Masque Of The Red Death	B	AI
Master Spy	A1	AA
McHale's Navy	A1	U
MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
● Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
● Mister Moses		UA
Moon-Spinners, The	A1	BV
Move Over, Darling	A3	Fox
● Murder Ahoy		MGM
Murder Most Foul	A1	MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
● My Fair Lady		WB
My Son, The Hero	A1	UA

N

● Naked Brigade, The		U
● Naked Kiss, The	A3	AA
● Navajo Run		AI
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
● Night Train To Paris	A2	Fox
● Night Walker, The		U
Nightmare	A2	U
● None But The Brave		WB
Nothing But The Best	A4	For.

O

● Of Human Bondage	B	MGM
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
One Potato, Two Potato	A2	Misc.
● One Way Pendulum		UA
● Only One New York		Emb.
● Operation Crossbow		MGM
● Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
● Outrage, The		MGM

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Oct. YOUNG LOVERS, THE—Peter Fonda, Sharon Huguney
Oct. OF HUMAN BONDAGE—Kim Novak, Laurence Harvey
Nov. JOY HOUSE—Jane Fonda, Alan Delon
Nov. OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GO-GO SET, THE—Joan O'Brien, Chad Everett
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
MURDER AHOY—Margaret Rutherford, Lionel Jeffries—English-made
OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer
ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
36 HOURS—(PV)—James Gardner, Eva Marie Saint
YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif
YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson
YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons
ZEBRA IN THE KITCHEN—Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6305 FUN IN ACAPULCO—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Solhern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
6318 PARIS PICK-UP—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
6322 PATSY, THE—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry
6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 SON OF CAPTAIN BLOOD—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
6325 WALK A TIGHTROPE—MD-69m.—Dan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made
6310 WHO'S BEEN SLEEPING IN MY BED?—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 WHO'S MINDING THE STORE?—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

COMING

CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis
IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
JUDITH—(TC)—Sophia Loren, Peter Finch, Jack Hawkins
ROUSTABOUT—(TE, TC)—Elvis Presley, Barbara Stanwyck
SYLVIA—Carroll Baker, George Maharis, Ann Southern
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
412 CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
404 EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
417 GUNS AT BATASI—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
411 HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
322 LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
318 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed In England and India
324 MOVE OVER DARLING—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
403 SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
408 SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
402 SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
323 TAKE HER, SHE'S MINE—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
405 THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
326 THUNDER ISLAND—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
415 WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
325 YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean

APACHE UPRISING—(C)—Audie Murphy

EARTH DIES SCREAMING, THE—Willard Parker, Virginia Field

ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy

FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette

GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone

HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura

HORROR OF IT ALL, THE—Pat Boone, Erica Rogers

HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten

JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov

NIGHT TRAIN TO PARIS—Leslie Neilson, Eric Pohlman

PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa

REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux

RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone

SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker

THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel

VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn

VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter

WITCHCRAFT—Lon Chaney

ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 BEST MAN, THE—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman

6404 CEREMONY, THE—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey

6408 FLIGHT FROM ASHIYA—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht

6410 FOR THOSE WHO THINK YOUNG—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch

6407 FROM RUSSIA WITH LOVE—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon

6414 HARD DAY'S NIGHT, A—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made

6401 IT'S A MAD, MAD, MAD, MAD WORLD—C-167m. plus intermission—(Cinerama: ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer

6402 KINGS OF THE SUN—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch

6405 LADYBUG, LADYBUG—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry

6322 MC LINTOCK—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western

6320 MY SON, THE HERO—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English

6406 ONE MAN'S WAY—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross

6403 PINK PANTHER, THE—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch

6413 7TH DAWN, THE—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean

6415 SHOT IN THE DARK, A—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch

6412 633 SQUADRON—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch

6323 STOLEN HOURS—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch

781 TOM JONES—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made

6318 TWICE TOLD TALES—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

6411 WORLD OF HENRY ORIENT, THE—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Sept. WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery

Sept. BUDDHA—(TR; C)—Japanese-made

Oct. SECRET INVASION, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman

Oct. TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made

GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made

GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens

HALLELUJAH TRAIL THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa

HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.

I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon

INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer

KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch

MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross

ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made

RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch

SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basehart—Mirisch

SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus

THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris

TRAIN, THE—Burt Lancaster, Jeanne Moreau

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 BEDTIME STORY—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment

6409 BRASS BOTTLE, THE—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry

6421 BULLET FOR A BADMAN—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program

6407 CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama

6413 CHALK GARDEN, THE—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made

6401 CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad

6320 DARK PURPOSE—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show

6404 DREAM MAKER, THE—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made

6414 EVIL OF FRANKENSTEIN, THE—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made

6408 HE RIDES TALL—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches

6406 HIDE AND SEEK—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made

I'D RATHER BE RICH—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names

6419 ISLAND OF THE BLUE DOLPHINS—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade

P

• Pajama Party		AI
Palm Springs Week-End	B	WB
Paris Pick-Up		Par.
• Party, The		AA
Paris When It Sizzles	A3	Par.
• Passionate Thief, The	A3	Emb.
Patsy, The	A1	Par.
Pink Panther	A3	UA
• Playboy		Col.
• Play It Cooler		Col.
• Pleasure Seekers, The		Fox
• Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomania		Misc.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.

R

• Racing Fever	B	AA
• Rage To Live, A		UA
Raiders, The	A1	U
Raiders Of Leyte Gulf, The	A1	For.
Reach For Glory		Col.
• Reward, The		Fox
Rhino	A1	MGM
Ride The Wild Surf	A1	Col.
Ring of Treason	A2	Par.
• Rio Conchos		Fox
• Rise Of Genghis Kahn, The		Col.
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	A1	Par.
• Rounders, The		MGM
• Roustabout	A2	Par.
Running Man, The	A3	Col.

S

Sadist, The		Misc.
• Samson And The Slave Queen	A1	A-I
• Sandokan, The Great		MGM
• Santa Claus Conquers The Martians		Emb.
• Satan Bug, The		UA
Secret Door, The	A2	AA
• Secret Invasion, The	A2	UA
Seduced And Abandoned	A3	For.
Send Me No Flowers	A2	U
• Senilita		Col.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
Seventh Dawn, The	B	UA
• Sex And The Single Girl	B	WB
• Shabby Tiger, The		UA
• Shenandoah		U
• Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	A1	Col.
• Signpost To Murder		MGM
Sin On The Beach		For.
Sing And Swing	A2	U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
• Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The	A1	Par.
• Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
Station Six Sahara	B	AA
Stolen Hours	A2	UA
Stop Train 349	A2	AA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	A1	A-I
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
Sword In The Stone	A1	BV
Sword Of El Cid, The		For.
• Sylvia		Par.

T

• Taffy And The Jungle Hunter		AA
• Taggart	A2	U
Take Her, She's Mine	A3	Fox
Tamahine	A3	MGM
Terror The	A2	A-I
That Man From Rio	A2	For.
• These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina The	A1	BV
3 Nuts In Search Of A Bolt		Misc.
• Three Penny Opera		Emb.
Third Secret, The	A3	Fox
• 36 Hours		MGM
• Those Calloways		BV
• Those Magnificent Men In Their Flying Machines		Fox
• Thousand Clowns, A		UA
• Three Stooges Meet The Gunslingers, The		Col.
Thunder Island	A2	Fox
Tiger Walks, A	A1	BV
• Tiko And The Shark		MGM
• Time Travelers, The		A-I
Tom Jones	A4	UA
Tomorrow At Ten		For.
• Topkapi	A3	UA
Torpedo Bay	A3	AI
• Train, The		UA
Troublemaker, The		Misc.
• Truth About Spring, The		U
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM
• Two On A Guillotine		WB

U

• Unearthly Stranger, The	A1	A-I
• Under Age	B	AI
Under The Yum Yum Tree	A4	Col
Unsinkable Molly Brown, The	A2	MGM

V

• Valley Of The White Wolves		AA
• Vice And Virtue	B	MGM
Victors, The	A3	Col.
• Visit, The	A4	Fox
Viva Las Vegas	B	MGM
• Von Ryan's Express		Fox
• Voyage To The End Of The Universe		A-I

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Walls Of Hell, The	A2	Misc.
War Is Hell	A2	AA
• Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone	A3	Par.
• White Savage		AA
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
Wild And Wonderful	A1	U
• Witchcraft	A2	Fox
• Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA
• World Without Sun		Col.

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yanco		For.
Yank In Viet-nam, A	A1	AA
• Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
• Young Cassidy		MGM
• Young Fury		Par.
Young Go Wild, The		For.
• Young Lovers, The	A3	MGM
Young Swingers, The	A1	Fox
• Your Cheatin' Heart		MGM

Z

• Zebra In The Kitchen		MGM
• Zorba, The Greek		Fox
Zulu	A3	Emb.

6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
LIVELY SET, THE—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
SEND ME NO FLOWERS—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy
SING AND SWING—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
APT OF LOVE, THE—(TC)—James Garner, Elke Sommer
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FAVOR, THE—(C)—Rock Hudson, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
GUNS OF AUGUST—World War I Documentary
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NAKED BRIGADE, THE—Shirley Eaton, Ken Scott
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SHENANDOAH—(C)—James Stewart, Doug McClure
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelis—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
363 **DISTANT TRUMPET, A**—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 **DR. CRIPPEN**—D-98m.—Donald Pleasence, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 **FBI CODE—98**—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)--Western has angles for boxoffice action
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
KISSES FOR MY PRESIDENT—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
365 **ROBIN AND THE 7 HOODS**—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
BIG WEEK-END, THE—Glenn Ford, Geraldine Page
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
MY FAIR LADY—(Super Panavision 70 TC)—Rex Harrison Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra,, Clint Walker
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made In Philippines—Hemisphere
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary—American Film Dist.

DISTRIBUTED DURING THE PAST 12 MONTHS

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLACK DUKE, THE—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English —PRC

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

BOMB IN THE HIGH STREET—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot —English-made—Hemisphere

DEVIL DOLL—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made —Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DRAGON SKY—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

HERCULES IN THE HAUNTED WORLD—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots —French-made; English titles—Int. Classics

LATERNA MAGIKA—NOV.-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslavakia—Richard Fleischer

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

NOTHING BUT THE BEST—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere

SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer —PRC

THAT MAN FROM RIO—C-114m.—(EC)—Jean-Paul Belmonde, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert

TOMORROW AT TEN—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor

WEEKEND—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.

YANCO—D-85m.—Ricardo Ancona,—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

YOUNG GO WILD, THE—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller —German-made; dubbed in English—Manson

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7758 (July) Matador Magoo

COLOR FAVORITE CARTOONS
(REISSUES)

7601 (Sept.) Gerald McBoing Boing On Planet Moo
7602 (Sept.) Happy Tots
7603 (Oct.) Willie The Kid
7604 (Nov.) Little Rover
7605 (Nov.) Christopher Crumpet
7606 (Dec.) A Boy and His Dog
7607 (Jan.) Rooty Toot, Toot
7608 (Jan.) Snow Time
7609 (Feb.) Emperor's New Clothes
7610 (Mar.) Little Boy With A Big Horn
7611 (Mar.) The Foxy Pup
7612 (Apr.) Let's Go
7613 (May) Gerald McBoing Boing
7614 (June) Bon Bon Parade
7615 (July) Madeline

CANDID MICROPHONE

7551 (Sept.) No. 1 Series 4
7552 (Nov.) No. 2 Series 4
7553 (Jan.) No. 3 Series 4
7554 (Mar.) No. 4 Series 4

WORLD OF SPORTS

7801 (June) Hunting Unlimited (Color)
7802 (Aug.) Rasslin Rampage

TWO REELERS
THE THREE STOOGES
(REISSUES)

7401 (Sept.) Husbands Beware
7402 (Oct.) Creeps
7403 (Nov.) Flagpole Jitters
7404 (Jan.) For Crimin Out Loud
7405 (Feb.) Rumpus In The Harem
7406 (Apr.) Hot Stuff
7407 (May) Scheming Schemers
7408 (July) Commotion In The Ocean

COMEDY FAVORITES
(REISSUES)

7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
7433 (Dec.) Training For Trouble (Schilling & Lane)
7434 (Jan.) He Popped His Pistol
7435 (Mar.) Wife Decoy
7436 (June) Pardon My Terror

ASSORTED FAVORITES
(REISSUES)

7421 (Sept.) Spies and Guys (Joe Besser)
7422 (Nov.) General Nuisance (Buster Keaton)
7423 (Dec.) Hook A Crook (Joe Besser)
7424 (Feb.) So's Your Antenna (Harry VonZell)
7425 (Apr.) She's Oil Mine (Buster Keaton)
7426 (May) Meet Mr. Mischief

SERIALS
(REISSUES)

7120 (Oct.) The Batman
7140 (Mar.) Roar Of The Iron Horse
7160 (July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS
(METROCOLOR)

W-361 (Sept.) Switchin' Kitten
W-362 (Oct.) Down and Outing
W-363 (Dec.) Greek To Me-ow
W-364 (Jan.) High Steaks
W-365 (Mar.) Mouse Into Space
W-366 (Apr.) Landing Stripling
W-367 (June) Calypso Cat

NEW TOM AND JERRY CARTOONS
(METROCOLOR)

C-6431 Dickie Moe
C-6432 Cartoon Kit
C-6433 Tall In The Trap
C-6434 Sorry Safari
C-6435 Buddies Thicker Than Water
C-6436 Carmen Get It

GOLD MEDAL CARTOONS
(TECHNICOLOR)
(TOM AND JERRY REISSUES)

W-6461 Puss Gets The Boot
W-6462 Fraidy Cat
W-6463 Dog Trouble
W-6464 Bowling Alley Cat
W-6465 Fine Feathered Friend
W-6466 Sufferin' Cat
W-6467 Lonesome Mouse
W-6468 Mouse Comes To Dinner
W-6469 Baby Puss
W-6470 Zoot Cat
W-6471 Million Dollar Cat
W-6472 Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia
T23-1 Fascinating Finland
T23-2 Mayflower, U.S.A.
T23-3 Commuting For Adventure

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche
C23-1 Panhandling On Madison Avenue
C-23-2 Fizzicle Fizzle

SPECIAL

B23-1 Jamboree At Marathon
B23-2 Wyoming Snapshot

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers
D23-3 Speed On Ice
D23-4 Best In Show
D23-5 On The Bounce

20th Century-Fox

MOVIETONE VIGNETTE
(BLACK AND WHITE)
TWO-REELS

7313 (June) Pope John XXIII

MOVIETONE SPORTS
(CINEMASCOPE; DELUXE COLOR)

7301 (Jan.) Two On A Pass
7302 (Feb.) Maine, U.S.A.
7303 (March) Sports, Wacky and Wet
7304 (April) Fairytale Land—Denmark
7305 (May) San Fan See
7306 (June) Rangers of Yellowstone
7307 (May) Bermuda Moods
7308 (July) Green Gold
7309 (Nov.) Atomic Lady
7310 (Dec.) Tasmania
7311 (Dec.) The Swedish Look
7312 ( ) Portugal

TERRYTOONS
(CINEMASCOPE; DELUXE COLOR)

5301 (Jan.) Fight to the Finish
5302 (March) Astronaut
5303 (April) Missing Genie
5304 (April) Tea Party
5305 (June) Sidney's White Elephant
5306 (June) Trouble In Baghdad
5307 (July) A Bell For Philadelphia
5308 (Aug.) Driven To Extraction
5309 (Sept.) The Big Clean-Up
5310 (Nov.) Split-Level Treehouse

TERRYTOONS
(2D ALL PURPOSE; DELUXE COLOR)

5321 (Jan.) Tea House Mouse
5322 (Feb.) To Be Or Not To Be
5323 (March) The Juggler of Our Lady
5324 (May) Pearl Crazy
5325 (July) Cherry Blossom Festival
5326 (Oct.) Spooky-Yaki

Universal-International

TWO REEL SPECIALS IN COLOR
(CINEMASCOPE)

4301 (Jan.) Land Of The Long White Cloud
4306 (Apr.) Four Hits And A Mister

SPECIAL

4304 (Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371 (Jan.) Steel Bands—Tropical Music (CS)
4372 (Feb.) A Picture For Jean
4373 (Mar.) A Bridge Named Emma (CS)
4374 (Apr.) End Of The Plains
4375 (May) Island Spectacular
4376 (June) The Unknown Giant
4377 (July) This Is The Place
4378 (Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331 (Jan.) Woody Meets Davy Crewcut
4332 (Feb.) Box Car Bandit
4333 (Mar.) Unvearable Salesman
4334 (Apr.) International Woodpecker
4335 (May) To Catch A Woodpecker
4336 (June) Round Trip To Mars
4337 (July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311 (Jan.) Fish and Chips
4312 (Jan.) Greedy Gabby Gator (WW)
4313 (Feb.) Coming Out Party
4314 (Mar.) Case Of The Cold Storage Yegg
4315 (Mar.) Robin Hoody Woody, (WW)
4316 (Apr.) Charlie's Mother-In-Law
4317 (May) Stowaway Woody (WW)
4318 (May) Hi-Seas Hi-Jacker
4319 (June) Shutter Bug (WW)
4320 (July) Salmon Loafer
4321 (July) Coy Decoy (WW)
4322 (Aug.) Goose In The Rough
4323 (Sept.) Tenant's Racket (WW)
4324 (Oct.) Pesky Pelican
4325 (Oct.) Short In The Saddle (WW)
4326 (Nov.) Goose Is Wild
4327 (Nov.) Tepee For Two (WW)
4328 (Dec.) Science Friction (WW)
4329 (Dec.) Calling Dr. Woodpecker (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES
TECHNICOLOR CARTOONS

2701 (9-7-63) The Unmentionables
2702 (9-28-63) Aqua Duck
2703 (11-9-63) Claws Of The Lease
2704 (11-30-63) Transylvania 6-5000
2705 (12-28-63) To Beep Or Not To Beep
2706 (2-8-64) A Message To Gracias
2707 (2-29-64) Bartholomew Vs The Wheel
2708 (Mar.) Freudy Cat
2709 (Apr.) Nuts And Volts
2710 (May) The Iceman Ducketh
2711 (June) War and Pieces
2712 (June) Hawaiian Aye Aye
2713 (Aug.) Senorella and Glass Huarache

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare
2724 (July) False Hare

BLUE RIBBON HIT PARADES
TECHNICOLOR
(REISSUES)

2301 (9-14-63) Yankee Dood It
2302 (10-12-63) Gone Batty
2303 (11-16-63) From A To Z-Z-Z
2304 (12-21-63) Tweet Zoo
2305 (1-25-64) Weasel Stop
2306 (2-15-64) Tobasco Road
2307 (Mar.) Greedy For Tweety
2308 (Apr.) The High And The Flighty
2309 (May) Pests For Guests
2310 (June) Birds Anonymous
2311 (July) Raw Raw Rooster
2312 (Aug.) Kiddie's Kitty
2313 (Aug.) Fox Terror

WARNER WORLD-WIDE ADVENTURE SPECIALS
(COLOR)
TWO-REELERS

2001 (1-11-64) With Their Eyes On The Stars
2002 (5-23-64) Report From San Juan
2003 (5-30-64) Silver Lightning

WARNER WORLD-WIDE ADVENTURE SPECIALS
(COLOR)
(REISSUES)
ONE-REEL

2501 (9-21-63) A Wish And Ticino
2502 (10-26-63) Unfamiliar Sports
2503 (12-14-63) Cheyenne Days
2504 (2-1-64) Kingdom Of The Saguenay
2505 (Apr.) A Look At Log Island
2506 (Aug.) They Fly Thru The Air

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POSITION WANTED, drive-in manager or assistant with opportunity for advancement. Willing to relocate, South preferably. Have been usher, assistant manager first run, art houses. Presently managing second run. **RICHARD T. KING, 62 S. Forge St., Akron, Ohio 44304, Phone: 376-9637.** (826)

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MOTION PICTURE

EXHIBITOR

SEPTEMBER 23, 1964 Volume 72 Number 10

IN THREE SECTIONS • THIS IS SECTION ONE

Calif. Pay-TV Fight Quickens

(See Page 5)

Pre-Censorship To High Court

(See Page 12)

Ann-Margret has been named to receive the Theatre Owners of America's coveted "Star Of The Year" award at the organization's coming Chicago convention, Sept. 28-Oct. 2.

AN INDUSTRY OR A JUNGLE? . . . *see editorial—page 3*

Metro-Goldwyn-Mayer says

Viva Ann-Margret

for being chosen

"Star of the Year"

by the

THEATRE OWNERS OF AMERICA

Ann-Margret co-stars with Alain Delon in M-G-M's "Scratch a Thief" — ***now shooting at M-G-***

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MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Volume 72 • No. 10 SEPTEMBER 23, 1964 OUR 46th YEAR

AN INDUSTRY OR A JUNGLE?

THE PLIGHT of the small independent theatre is like the weather—everybody talks about it but nobody does anything. There is one important difference, though. We don't do anything about the weather because we can't. We could do something about the plight of the small independent theatre if the industry really wanted to get together for constructive purposes. Would the industry really be better off with fewer theatres?

Roy Metcalfe is the newly elected president of Allied Independent Theatre Owners of Iowa, Nebraska, and South Dakota. He recently sent an open letter to the membership and to all distributors. It deserves industry attention, and so we are turning our editorial page over to Mr. Metcalfe. Here are some of the highlights from his letter:

"An outstanding attraction on today's market will take in X number of dollars. On a gross per week of $300, 60 per cent is $180, which leaves $120 to pay house overhead and live. 50 per cent will leave $30 more. Cut the melon any way you wish, and nothing is left over until the gross reaches $1,000 or more. We are in a business cursed by percentages because on a thousand dollar gross, the overhead has gone up in relation to the gross. Who is to blame or is it due to the very nature of the times in which we live?

"The reaction of distribution when the subject of rentals is brought up is that we are talking about 12 and 15 dollar accounts. If there are any such theatres, there is very little that anyone can do for them, but when a theatre pays $150 to $180 per week for film on $300 grosses, then the man that owns this theatre is entitled to consideration and a solution.

"The above boils down to the hard fact that anyone grossing one thousand or less per week to survive should be on a sliding scale starting at 25 percent, yes 25 per cent, or flat rentals.

"Any theatre grossing $500 or less must have flat rentals. Is exhibition fair? Is distribution fair? A center line of fairness is a necessity for both to endure. Distribution acts to obtain information upon which to base rentals. Does it seem that the figure they arrive at appears to eat up all profits and more? Is it their intention to put an X number of theatres out of business to please some whim or to cut an overhead to size? If the answer to this is NO, then where do we proceed from this answer? About two years ago, there was a restaurant owner who hated to sell a 10 cent cup of coffee. He treated coffee customers with contempt and made no bones about it that he would rather not serve these patrons and also that he lost money on every cup of coffee sold. His reasoning was that a waitress had to take the order and write it up; a dishwasher had to clean the cup and saucer. There was no glass of water as he had discontinued this practice in order to discourage these customers. This restaurant is now closed and the owner wonders why because his $1.25 dinners were so good.

"Just where is the value in a small customer? Some distributors have told me that it costs more to serve the small account than they can get out of them. What bottom figure can distribution set to justify serving the smaller account? With changing times and economies, some of these smaller theatres are doing better today. The trend should be examined and ascertained to the point that the lack of coffee customers does not hurt the entire industry.

"Let us come to some plain talk. The exhibitors we are worried about are the ones paying 40, 50, and 60 per cent for film. There may be some exhibitors that sit and wait for business to come in the front door, but these are very few. . .

We need a code of ethics and I feel that exhibition should lead the way and adopt one. By this code, we can show distribution and the world that we wish to be fair and are willing to put into rules that which if followed would make us fair. By the same token, distribution at the same time must indicate that they too are willing to meet us at the center line of fairness."

Mr. Metcalfe speaks plainly, and we hope his words are heeded. There is no business that needs a code of ethics more. There is no business that shows less concern for customers of many years standing. A mutual effort to establish rules of fair play should be appreciated by exhibitor and distributor alike. Otherwise, you can forget about the motion picture industry, and just talk about the motion picture jungle.

PASS THE ROAD MAP

IN THE COURSE of a busy, often tiring day, it is good to receive in the mail something designed to make us chuckle. That's what happened today. We received an invitation. Since invitations are welcome, we read it with interest and anticipation.

It was a notice of a trade screening of a new release from a major company. It wasn't a blockbuster, but it was a good film. But guess what! The trade screening was being held in a suburban theatre far from the city's limits. It's a fine theatre, well managed and successful, but hardly accessible to the great majority of theatremen in the area who had been invited.

As a matter of fact, we'll bet a bundle that most theatremen wouldn't have the faintest idea how to get there. We'll also bet that darn few showed up.

Can it be that the distributor is trying to discourage attendance at his trade screening? If this were an isolated case, it would be merely another funny story. However, the practice seems to be growing, and to the theatreman who tries to stay abreast of new films, it's another in a long list of headaches.

Well, fellows, pass me the road map and let's get going to the screening.

NEWS CAPSULES

FILM FAMILY ALBUM

ARRIVALS

Irving L. Eisenstat became a proud grandfather with the birth of **Bruce Martin** to his daughter and son-in-law, **Mr. and Mrs. Harold Lager**, at Maimonides Hospital, Brooklyn, N. Y.

Mr. and Mrs. Mike Ripps announce the birth of a daughter, **Anne**, at the Mobile Infirmary, Mobile, Ala. Ripps is a film producer. Mrs. Ripps is the former **Joan Freidin**, of New York City, and was formerly administrative assistant to **Phil Cowan**, vice-president of public relations for Metropolitan Broadcasting.

OBITUARIES

Hye Bossin, 58, editor of The Canadian Film Weekly, died in his sleep in Toronto. Two brothers and five sisters survive. **Bossin** was a bachelor and a former newspaperman, who became a screen writer in Hollywood. With N. A. Taylor he formed in 1941 Film Publications of Canada to take over a Toronto film paper called the Canadian Film Weekly in 1942.

Jean E. Buermele, whose husband, Carl operates General Theatre Service, died at the Henry Ford Hospital, Detroit. She is also survived by a married daughter.

Samuel P. Slotnick, 65, head, Slotnick Enterprises, died at his Buffalo, N. Y., home. He was also vice-president of Carroll's Drive-In System, and president, S&C Theatres. He was a member of the TOA, Allied Theatre Owners of New York State, the Motion Picture Pioneers of America and the Variety Club of Buffalo. He is survived by his widow, two sons, and a sister, and three grandchildren.

Mrs. Rose Strauss, mother of **Pauline Strauss**, executive secretary to **Milton Cohen**, United Artists national director of roadshows, died following a long illness.

Francesco Tallo, 60, father of **Fran** and **Kathy Tallo**, both secretaries at United Artists' home office in New York, died in Bellmore, L. I., following a long illness.

WEDDING BELLS

Joseph Angard, United Artists salesman in the Philadelphia exchange, and **Toni Howard** were married in New York. The bride was formerly a secretary with the Motion Picture Department of the William Morris Agency in Beverly Hills.

Amanda Jane Poe was married to **Perry Gilbert Oxenhorn** at the home of her parents, **Mr. and Mrs. Seymour Poe**. Her father is executive vice president of 20th Century-Fox.

U Sets Pay-TV Deal

NEW YORK—Sylvester L. ("Pat") Weaver, president of Subscription Television, announced that Universal Pictures will begin shortly to service motion pictures to Subscription Television in Los Angeles and San Francisco. The announcement was made jointly by Weaver and H. H. Martin, vice-president and general sales manager of Universal.

The first Universal picture will be shown Oct. 15th in Los Angeles and will probably be "To Kill A Mockingbird."

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., SEPT. 21

Para. Spectacular Planned For '64 TOA Convention

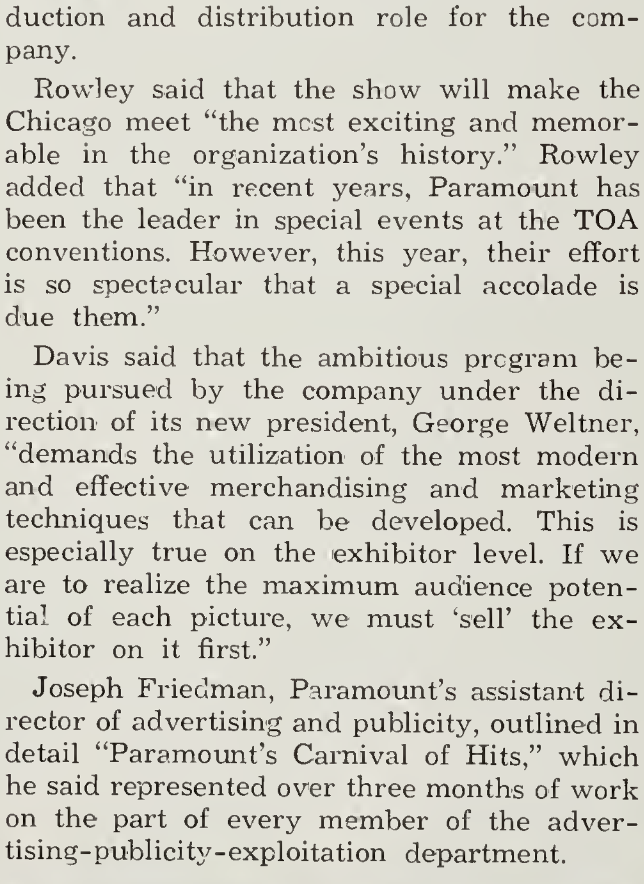
NEW YORK—The most spectacular special event in the 17-year history of Theatre Owners of America conventions will be staged by Paramount Pictures in the form of a "Carnival of Hits" at the Chicago International Amphitheatre on Tuesday evening, Sept. 29th, it was announced at a trade press conference here by John H. Rowley, TOA president, and Martin Davis, Paramount vice-president in charge of advertising and publicity.

An actual traveling carnival will be set up on the amphitheatre floor, with rides, sideshows, games and other attractions tied in with more than 50 forthcoming Paramount releases, it was revealed. Davis said that "Paramount's Carnival of Hits" is part of a far-reaching merchandising and marketing program coinciding with President George Weltner's plans for a greatly expanded production and distribution role for the company.

Rowley said that the show will make the Chicago meet "the most exciting and memorable in the organization's history." Rowley added that "in recent years, Paramount has been the leader in special events at the TOA conventions. However, this year, their effort is so spectacular that a special accolade is due them."

Davis said that the ambitious program being pursued by the company under the direction of its new president, George Weltner, "demands the utilization of the most modern and effective merchandising and marketing techniques that can be developed. This is especially true on the exhibitor level. If we are to realize the maximum audience potential of each picture, we must 'sell' the exhibitor on it first."

Joseph Friedman, Paramount's assistant director of advertising and publicity, outlined in detail "Paramount's Carnival of Hits," which he said represented over three months of work on the part of every member of the advertising-publicity-exploitation department.



Harry Mandel, right, president, RKO Theatres, and New Brunswick, N. J., Commissioner Felix N. Cantore, recently cut the ribbon inaugurating New Brunswick's RKO International 70 Theatre.

BROADWAY GROSSES

"Topkapi" In $50,000 Opener

NEW YORK—Led by United Artists' "Topkapi" opening at the Astor, and the continuing success of MGM's "Unsinkable Molly Brown" at Radio City Music Hall, the Broadway first runs indicated average business. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE UNSINKABLE MOLLY BROWN" (MGM). Radio City Music Hall, with stage show, announced $100,000 for Thursday through Sunday, and anticipated a 10th week of $145,000.

"NIGHT OF THE IGUANA" (MGM). DeMille garnered $12,000 for the seventh week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 44th week was $16,501.

"BECKET" (Paramount). Loew's State reported $14,000 for the 28th and last week.

"CIRCUS WORLD" (Paramount). Loew's Cinerama reached $11,000 for the 13th week.

"TOPKAPI" (UA). Astor had a fine $50,000 opening week.

"BEHOLD A PALE HORSE" (Columbia). Victoria did $16,000 on the sixth week.

"THE SECRET INVASION" (UA). Criterion claimed $26,000 for the opening session.

"A HOUSE IS NOT A HOME" (Embassy). Rivoli reported $18,000 for the third week.

"BIKINI BEACH" (American-International); **"MASQUE OF THE RED DEATH"** (American-International). RKO Palace reported $10,000 for the first week of this combination.

SF Monopoly Suit Filed

SAN FRANCISCO—A second anti-trust suit, this time demanding $1.2 million in the attempt to break up the so-called "Market Street monopoly on first-run pictures" has been filed in Federal Court here by Junipero Serra Theatres Inc., operators of the Colma El Rancho drive-in and who have an earlier suit pending that was filed in 1960. All of the Market Street houses are charged including the Fox Warfield, St. Francis, United Artists, RKO-Golden Gate, Paramount and Esquire.

Attorney Joseph Alioto, who represented Samuel Goldwyn in his successful anti-trust suit several years ago, filed for the plaintiffs against Otto Preminger and assorted distributors including Paramount-ABC, Fox West Coast Theatres, Buena Vista, RKO-Metropolitan, Embassy Pictures, MGM, Warner Bros., Allied Artists and 20th-Century Fox.

Pittsburgh's Penn Closes

PITTSBURGH—United Artists Theatres Circuit closed the Penn when its lease expired. High operating costs, lack of good product, the 10 per cent amusement tax collected by the city, and other high taxes hastened the closing. The 37-year-old house was originally built and owned by Loew's, Inc.

Calif. Pay-TV Fight Quickens

Varied Agenda Mapped For TOA Chicago Meet

NEW YORK—The two years of investigation by the Federal Trade Commission of the industry's compliance with the consent decrees in the Paramount case will be explained by Stuart H. Aarons at the Theatre Owners of America convention in Chicago.

Aarons, who is chairman of TOA's legal advisory council and attorney for Stanley Warner Corporation, said that his discussion would cover recent developments in anti-trust litigation as they applied to the motion picture industry. He said he also would describe what the future held in the light of the forthcoming FTC report and possibly other promising industry developments in the anti-trust field. Aarons said he was hopeful that a member of the Department of Justice would participate in the discussions.

Aarons will speak at the Thursday, Oct. 1 morning session of the convention.

Maurice Silverman, anti-trust division, United States Department of Justice, will address the convention on Wednesday, Sept. 30. Silverman, who has devoted the last 15 years to the motion picture industry and its compliance with the consent decrees in the Paramount case, will discuss various aspects of the decrees.

Meanwhile, Julian Rifkin, treasurer of Rifkin Theatres of Boston and a vice-president of TOA, has been tapped to serve as toastmaster of the President's Banquet, the windup social affair of the convention, on the evening of Oct. 2.

Toastmasters for the four luncheon sessions will be as follows: Ted Mann, Minneapolis, Tuesday, Sept. 29; John G. Broumas, Chevy Chase, Md., Wednesday; Spiro J. Papas, Chicago, Thursday; and Oscar A. Brotman, Chicago, Friday.

James Carreras, international chief barker, Variety Clubs International, will be a guest at the convention's opening session on Sept. 29.

The convention will be held at the Conrad Hilton Hotel, Sept. 28 through Oct. 2.

Barbara Scott, attorney for the Motion Picture Association of America, will be a member of Aarons' legal panel. Miss Scott will discuss momentous decisions in censorship and will present her views as to what the future holds on the censorship front. She is regarded as one of the best-informed persons on the subject and has devoted her time exclusively to the censorship fight.

Producer-director Mervyn LeRoy will address the Wednesday, Sept. 30 luncheon meeting of the convention.

Mrs. Al Raymer, wife of the Schoenstadt circuit executive, is serving as chairman of the ladies division for the TOA convention and has named her co-chairmen who will act as hostesses for the distaff events. They are Mrs. George G. Kerasotes, Mrs. James E. Coston, Mrs. Lester Grand, Mrs. Herbert Wheeler, Mrs. Ron Kuhlman, and Mrs. John Semadelas.

A luncheon at the Sheraton-Blackstone Hotel will start off the ladies' activities on Wednesday, Sept. 30, when a highlight of the program will be a novel presentation titled "How to Be a Junk Dealer." The event for Thursday will be a luncheon at the new Continental Hotel, a musical attraction, and a visit to Old Town, Chicago's Greenwich Village. The Drake Hotel will be the site for the Friday brunch at which a hilarious comedy skit, "Madame Chairman," will be the feature.

Police Urge "Black" Ban From Miami, Fla., Screens

MIAMI, FLA.—On the grounds that its showing might start race riots, police stated they would ban the showing of "Black Like Me" from the screens of four Dade County Wometco theatres.

The film has been shown in other Wometco houses without event.

Miami Police Chief Walter Headley said the film had been viewed by the Criminal Intelligence Bureau from whom he had received a report that " it is a very bad movie which could incite trouble among the local negro residents." Chief Headley said he will seek the aid of the bi-racial Community Relations Board to urge Wometco to withdraw the film in a spirit of civic cooperation.

Loew's Salute To Diamond

NEW YORK—To maintain the boxoffice momentum achieved by Loew's Theatres nationally during the first nine months of 1964, Ernie Emerling, Loew's ad-pub head, has launched a two-pronged business building-picture publicizing competition among the circuit's theatres. It will be "A Salute to Bernie Diamond," Loew's general manager of theatre operations.

Theatres in the circuit's four divisions of theatres, two in New York City, and the southern and northern divisions nationally, will share in cash awards to be distributed among the divisions achieving the greatest collective percentage increase in receipts over the Oct. 1-Dec. 31 period of 1963.

Emphasis will be put on promotion, through additional cash awards for the five best campaigns achieved by theatres during the three-month period. The advertising-publicity committee of the Motion Picture Association will be invited to judge the finals.

Bragg Rejoins 20th-Fox

NEW YORK—Seymour Poe, executive vice-president, 20th Century-Fox, announced that Herbert E. Bragg was resuming his position as director of research for the company. Bragg had asked recently to be relieved of his duties as president of DeLuxe Laboratories, Inc., wholly owned 20th-Fox subsidiary.

While heading DeLuxe, Bragg served as director of research for 20th-Fox, a post he held since 1961.

Bragg will be available for engineering and technical assistance to various company operations and will work with G. Carleton Hunt, recently elected DeLuxe president, to modernize and improve the technical facilities of the laboratories.

Pay-TV Firm Cuts Back Personnel; New Poll Shows 60% In L. A. Now Favor Proposition 15

LOS ANGELES—Paul N. Lazarus, Jr., vice-president, Subscription Television, Inc., stated that the discharge of 143 of its 185 clerical workers was "a perfectly natural outgrowth of other economies in line with a general tightening up to an operational force," and denied that the move was made because of a need to economize due to the expenditure of large sums to fight the upcoming pay-tv referendum in California on Nov. 3.

Saying that the move toward a more normal operating size was not a retrenchment, Lazarus stated that "regardless of whether or not the Federal Communications Commission approves over-the-air toll tv, STV is committed to a capable system."

Meanwhile, it was reported that Los Angeles-Orange County area sentiment is approaching two to one for a "Yes" vote on Proposition 15 and against pay-tv, according to a poll just completed by the John B. Knight Company, public opinion survey concern.

Those polled were asked: "As of now, do you think you would vote Yes on Proposition 15 to do away with pay-tv, or would you vote No and let pay-tv stay in business?"

Answers were: YES (Do away with pay-tv) —59.7 per cent; NO (Let pay-tv stay in business)—32.6 per cent; Don't know—7.7 per cent.

These percentages represent a substantial gain in anti-pay-tv sentiment, compared with a poll taken last May by Facts Consolidated, research concern.

The Facts Consolidated poll showed that in Los Angeles County 50 per cent were against pay-tv, 28.6 per cent in favor, and 21.5 per cent undecided.

Don Belding, state chairman, Citizens' Committee for Free-TV, commented, "This new poll clearly indicates that as the public realizes the danger pay-tv poses for free-tv, it will take a strong stand to preserve free-tv in California homes.

"Subscription television, or pay-tv, in its first months of operation in California, has begun siphoning off baseball, professional basketball, movies, and variety shows from free-tv, depriving free-tv of these attractions.

"This is exactly what national leaders of the AFL-CIO, the California Federation of Women's Clubs, and many other groups opposing pay-tv predicted would happen."

Also, the Mexican American Political Association of California has adopted a resolution urging a "Yes" vote on Proposition 15.

The Association acted at its state convention in Fresno, the delegates voting almost unanimously to support the principle of free-tv in California. They adopted the position that a successful pay-tv operation would buy up all good free television programs and force the public to pay or do without.

It further called attention to statements of television networks that "development of pay television would force the networks themselves to go into a pay system, thus forcing the public to pay for what now is free."

UNIVERSAL JOYOUSLY ANNOUNCE

THE MERRY CHRISTMAS ATTRACTIO

FOR RADIO CITY MUSIC HALL !....

...and set for Happy Holiday Bookings Around the World

Screenplay by PETER STONE and FRANK TARLOFF • Based on a story by S. H. BARNETT • Directed by

A Granox Company Production

CARY GRANT
LESLIE CARON

"FATHER GOOSE"

CO-STARRING

TREVOR HOWARD

SON • Produced by ROBERT ARTHUR • A Universal Release • *TECHNICOLOR*®

THE ENTERTAINMENT CENTER OF THE WORLD
UNIVERSAL CITY STUDIOS

Paramount Names Howard W. Koch As Studio And Production Head

KOCH

NEW YORK—The appointment of Howard W. Koch as production and studio head of Paramount Pictures, was announced here by George Weltner, President of Paramount Pictures Corporation.

Jack Karp, who has been associated with Paramount for 35 years, asked to be relieved of his executive responsibilities as vice-president in charge of the company's studios in Hollywood, a position he has held since 1959, and will continue with the company in a consultant capacity.

Koch, who rose through the ranks from film editor to director and producer during his 29 years in Hollywood, will assume his new position immediately. His responsibilities will include all of Paramount's world-wide production activities as well as management of all phases of the company's Hollywood studios.

In announcing the appointment of Koch, Weltner stated: "Howard Koch's intimate knowledge of every aspect of film production provides us with a key executive for the production of our own pictures. At the same time, he will play a vital role in augmenting Paramount's association with leading independent producers throughout the world. His first-hand knowledge of the operations of independent film makers, as well as his proven ability in management and in assembling the ingredients for attractive productions, will assist Paramount immeasurably in achieving its production goals and in servicing its growing list of independent producers."

In commenting on Karp's decision to relinquish his executive duties and to serve as a consultant, Weltner said: "On behalf of the management and the board of directors of Paramount, I wish to express our heartfelt appreciation for his many valuable contributions and loyal service to Paramount during his long association with the company. It is with deep regret that we grant his request to be relieved of executive duties."

Karp asked that the following statement be issued in his behalf: "I should like to express my appreciation to all the people at Paramount with whom I have had the pleasure of working closely over my many years of association with the company. I am deeply grateful for the loyalty and devotion of all the studio personnel who have contributed so much toward the common effort and I trust that our mutual regard will continue. I also want to congratulate Howard Koch and wish him every success in his new endeavor."

Koch resigned as executive vice-president of Sinatra Enterprises to accept the new position. Previously associated with Paramount as executive producer of Frank Sinatra's "Come Blow Your Horn," he has produced major motion pictures for most American distributors. In recent years, he has been involved in all of Frank Sinatra's motion picture activities as executive vice-president of Sinatra Enterprises. He was executive producer on "None But The Brave," "Robin and the Seven Hoods," "The Manchurian Candidate" and "Sergeants Three," among others.

Koch, 47, was born in New York City and currently lives in Beverly Hills, California. He has been married to the former Ruth Pincus for 26 years and the couple has two children and two grandchildren.

Broumas To Operate Shopping Center Theatre

BETTENDORF, IOWA—Plans for construction of the first "under-roof" theatre in the Quad-City area in 20 years were announced. The theatre, a 1,000-seat house on Middle Road is to be built by Middle Road Shopping Center, Inc., and leased to the Broumas Theatre Circuit, Washington, D. C. Cost will be approximately a quarter of a million dollars.

The theatre will be equipped to present Cinerama and 70mm Todd-AO films as well as conventional 35mm projection.

The Broumas Circuit announced the appointment of James Stopulos, Davenport, as vice-president in charge of midwest operations. He will operate the new theatre as well as continue running the Coronet, Davenport, of which he is owner.

It is planned to start construction this fall, with a late spring opening.

Knoxville In Determined Bid To Become Production Site

KNOXVILLE, Tenn.—Mayor Duncan and his city council are taking steps to make the city of Knoxville a second Hollywood. At a council meeting, it has been voted to build a sound studio which will serve both as a motion picture production site and a recreation center for youngsters of Tennessee.

Town officials have been encouraged in this objective with the completion of negotiations with three companies who are set to make feature films, all or in part in the city, starting in September and running through October. Medallion Films, through its production manager, Ted Keep, Brentwood, have already selected sites for a coming motion picture, with several star names, to be made under the production banner of Charles Williams.

Victor Stoloff, producer-director for Seven Arts, has just made a tour of the area for locations he will use for a forthcoming picture for his company.

Ben Parker, who has already made a picture in Knoxville, is returning Oct. 12 to be director-producer on a series of six productions which will all be made in the environs with Knoxville as headquarters. Recently, two important films were made in Knoxville, "All The Way Home" starring Robert Preston and Jean Simmons, and "Fool Killer," starring Tony Perkins.

On the strength of these two pictures, the city fathers decided on a campaign to bring producers into the state. They came to Hollywood and arranged a meeting with the Independent Motion Picture Producers Association to invite all likely producers to visit the area.

ABC In Strong Quarter; Beresin Says "Best Year"

NEW YORK—ABC Consolidated Corp., expects substantial gains in third quarter earnings and looks for 1964 profit that might well go to a record $1.40 a share, Jacob Beresin, president, reported here. Sales in the year should rise to about $116 milloin, he said.

Last year, the national food service and vending company earned $2,819,971 or $1.03 a share on sales of $102,637,909. Beresin said revenue for July ran 14.9 per cent ahead of July, last year, to $12,048,000 from $10,487,000, and that this 14-15 per cent monthly revenue rise will continue through the end of the year.

Net income in the 30 weeks to July 26 rose 45.4 per cent to a record $1,892,000 or 68 cents per share from $1.301,000 or 47 cents per share in the like 1963 period. Sales climbed to $65,505,000 from $57,201,000.

Better utilization of overhead and reduced administrative costs were cited as contributing to the company's strong profit picture. Higher gross sales from recent new business including the Stein and RKO theatre chains, and from the company's network of toll road food service operations and industrial plant feeding, have also been contributing factors, the official said.

ABC Consolidated's divisions are: Automatic Drink, Long Island City, N. Y.; Berlo Vending, Philadelphia, Pa., and Miami, Fla.; Ballantyne, Omaha, Neb.; Confection Cabinet, Chicago, Ill.; Detroit, Mich., St. Louis, Mo., and Newark, N. J.; Gladieux, Toledo, Ohio; Greenfield-Mills Restaurants, Detroit, Mich., Cincinnati, Cleveland, and Columbus, Ohio; Metropolitan Division, Long Island City, N. Y.; New England Division, Cambridge, Mass.; New Haven, Conn.; Ohio Turnpike, Toledo, Ohio; Pacific Coast and Stadium, Los Angeles, Calif.; Peoples News Service, Philadelphia, Pa.; Schenectady Division, Schenectady, N. Y.; and Tri-State, Buffalo, N. Y.

N. Y. Wage To $1.25

ALBANY—A reminder that the state minimum wage will increase to $1.25 per hour effective Oct. 15 highlights the opening paragraph of a new 28-page booklet, "How The New York State Labor Law Protects You," being distributed gratis by the Labor Department.

The present lowest rate is $1.15 an hour, which the 1962 Jerry-Amann Act, amending the original $1 floor, set for Oct. 15 of that year. Governor Nelson A. Rockefeller recommended the first minimum wage scale, and the bill hiking it to $1.15 and $1.25 under a two-step pattern.

Whether a $1.50 minimum will be enacted for New York state depends on the recommendations to be submitted by the Governor's 12-member committee which has been studying the impact of such a scale on "the total employment picture," and is expected to report within the next two months. The Legislature may consider an "increase" bill during the 1965 session.

ITOO Sets Columbus Meet

COLUMBUS, O.—The 1965 convention of the Independent Theatre Owners of Ohio will be held Tuesday and Wednesday, Mar. 16-17, at the Columbus Plaza motor hotel, downtown Columbus. Regular quarterly meeting of the ITOO board of directors will be held Wed., Oct. 12 at the Plaza.

Raleigh Battle Grows In Cablevision Dispute

RALEIGH, N. C.—Whether Raleigh is to have a referendum on proposed repeal of a new city ordinance which would allow cablevision to be installed here became a disputed question.

Law required that such petitions to force a vote on an ordinance already passed must bear the signatures of enough registered voters to represent 10 per cent of the number who voted in the last regular municipal election. It also requires that such petitions be presented within 20 days of the passage of the ordinance.

Opponents to the ordinance, who contend that it will lead to pay television, met the deadline and said at the time of filing that the petition contained about 4,500 signatures, enough for a margin of safety since only 3,610 valid signatures were needed.

Mrs. Martha McLaughlin, secretary of the Wake County Board of Elections, whose responsibility it was to check the validity of the signatures, said that although final tabulations had not been completed, there appeared to be only about 3,100 valid names on the petition, or some 500 short of the necessary figure. The next day, however, she revised her estimate and said there would be more names than that, but whether there would be enough was doubtful and that "it will be close."

Some opponents of cablevision had stated that they did not understand how 1,400 names could have been stricken from the petition as invalid and that they did not believe that there were that many unregistered voters on the petition.

Attorney Richard Gamble, representing them, declined to say what would happen should the petition prove to bear an insufficient number of names, stating that "there is not necessarily any further action contemplated at this time." He pointed out, however, that there is always the possibility of court action contesting the legality of the ordinance.

The ordinance in question was passed by the City Council in July and would allow a cablevision company to run its equipment over public rights-of-way. Its enactment was requested by officials of the Raleigh Cablevision Co., who include officials of a local television station.

Felleman To AIP

NEW YORK—Charles Felleman has joined American International Pictures advertising-publicity department it was announced by Milton I. Moritz, national director of advertising and publicity.

In connection with American International's 10th anniversary promise to exhibitors for better films with top-notch promotion campaigns, Felleman will join eastern ad-pub director Ruth Pologe's New York staff.

IFIDA Elects Governors

NEW YORK—IFIDA announced election results for its governing committee for the 1964-65 term. By mail ballot, IFIDA re-elected its incumbent three-man governing committee.

IFIDA governors for 1964-65 will be Jean Goldwurm, president, Times Film Corp.; Irving Wormser, president, Continental Distributing; and Daniel Frankel, president, Zenith International Film Corp.

Council Of Churches Plans Awards For Outstanding American-Made Pix

LOS ANGELES—A program of annual awards for American-made motion pictures of outstanding artistic merit and significance, to begin with films released during 1964, is being inaugurated by the National Council of Churches' Broadcasting and Film Commission, it is announced by Bishop Gerald Kennedy, chairman of the west coast committee.

The National Council has a communicant membership of 38,394,613, representing protestant and orthodox churches throughout the country.

Basing the awards program on Philippians 4:8 ("If there is any excellence, if there is anything worthy of praise, think about these things."), awards established are in five categories, according to the Rev. H. K. Rasbach, who has been elected chairman of the west coast awards committee. Films to qualify for consideration must be shown in theatres during the calendar year, and be proposed by public write-in or through formal entry by the producer or producing company. Judging will be by vote of members of the awards committee.

Others of the awards committee, in addition to chairman Rasbach, are The Very Reverend Leonidas Contos, dean of St. Sophia's Greek Orthodox Church, Los Angeles; Frederick L. Essex, associate director of the Division of Communications, The American Baptist Convention; The Reverend Don Hall, associate director of public relations, Los Angeles area, The Methodist Church; George A. Heimrich, west coast director, Broadcasting and Film Commission; Arthur Knight, curator, Hollywood Museum; Dr. Clifton E. Moore, director, Radio-Television-Film Commission, Council of Churches in Southern California; Philip K. Scheuer, entertainment editor, Los Angeles Times; and Dr. F. Thomas Trotter, dean, Claremont School of Theology.

The five categories to be considered for awards are:

1. Present family life in keeping with Christian principles.
2. Show the application of Christian ideals to the growth of personality in children.
3. Treat religious subject matter, whether biblical, historical or contemporary, with accuracy, pertinence and moral value.
4. Portray American life and culture in the light of Christian ideals.
5. Reflect the predicament and hope of man.

WELCOMES
Variety
BOYS CLUB

Members of a Variety Boys Club are seen at Universal City Studios preparatory to taking a tour of the studio arranged for them by their sponsoring Variety Club.

AID Financing Helps Film Industry In Chile

NEW YORK—The United States Agency for International Development, following effective representation by the Motion Picture Export Association, has ruled that U. S. print costs are eligible for A.I.D. financing in Chile. Such costs represent a sizeable proportion of film outstandings in Chile.

American film company representatives previously had been advised by the Chilean Government and U. S. A.I.D. representatives in Chile that none of a $40 million dollar credit granted by A.I.D. to Chile to finance imports could be used for film costs. MPEAA successfully protested this decision in Washington and succeeded in having it reversed.

Film payments from Chile have been lagging for the past two years due to inflation and a severe shortage of foreign exchange. An earlier agreement negotiated by MPEAA with the Chilean Government resulted in the gradual remittance in installments of most of the 1963 backlog, and special action is now being taken to obtain payment of later earnings. It is only because of the continuous efforts of the Association's Latin American staff, under present conditions, that any dollar remittances can be obtained from Chile.

A very important aspect of the A.I.D. decision in Chile, according to MPEAA officials, is the fact that it establishes a useful precedent for similar treatment in other countries benefiting from A.I.D. financing.

Cohen, Two Distribs Settle

NEW YORK—Max A. Cohen, head, Anfour Enterprises, and two of the six distributors named in a suit filed in Federal Court in May over showcasing practices have settled their case out of court. The two distributors are Warner Brothers and United Artists.

In the suit, it was claimed that the distributors had engaged in "unreasonable restraints of trade" and "conspiracy" by adopting the showcasing of pictures, and that this had injured the New Amsterdam Theatre.

The other four distributors are MGM, Universal, 20th-Fox, and Columbia.

Goldstone Heads 7-Arts Sales

NEW YORK—Harry Goldstone has been named general sales manager for the theatrical division of Seven Arts Productions, it was announced here by Eliot Hyman, president. Goldstone succeeds Arnold Jacobs who resigned last week to return to his own company.

In his new capacity, Goldstone will supervise theatrical distribution of all Seven Arts product, except those films produced for major companies.

A native of New York City, Goldstone has been prominent in motion picture and television sales for many years. After establishing his own distributing company, Famous Pictures, he subsequently became affiliated with United Artists Associated and was general sales manager for Astor Pictures, Zenith International and recently, Union Films.

Md. Case Heads For Supreme Court In Challenge To Prior Censorship

WASHINGTON—A new challenge to the constitutionality of laws which prohibit public showing of motion pictures before they are reviewed and licensed by censor boards was embodied in a comprehensive brief filed with the United States Supreme Court in the case of a Baltimore theatreman who was arrested and convicted for by-passing the Maryland Motion Picture Censor Board.

The brief was filed on behalf of Ronald L. Freedman, operator of the Rex Theatre, by Felix J. Bilgrey, counsel for Freedman and Times Film Corporation, distributor of the picture which Freedman exhibited at his theatre after refusing to submit it to the censor board. The film in question is "Revenge at Daybreak," which deals with the Irish rebellion, and Freedman was arrested after one showing of the picture. He was convicted in the Criminal Court of Baltimore, and the conviction subsequently was upheld by the Court of Appeals of Maryland even though the state conceded that "Revenge at Daybreak" would have been approved and licensed had it been submitted for censorship.

"Making it a crime to show an unlicensed film is intended to funnel all films into the hands of the Maryland Board of Censors," Bilgrey stated in his brief. The attorney held that this "served two invalid purposes," one of which was "to tax the exercise of free expression" and the other "to delay—perhaps for an extended time—the exercise of that right."

Bilgrey, a veteran of numerous screen censorship battles, further contended: "The magnitude of these interferences with every film submitted is only understood by the fact that the Board of Censors, in a typical recent year, found 99.5 percent of all films submitted to be wholly unobjectionable. The Constitution does not authorize the imposition of infringements so numerous and pervasive as these in order to accomplish ends which are so disproportionately minute. . . . Moreover, since the actual need for any system of prior restraint of films seems so flimsy, to impose this burden on films and on no other media of expression appears to work a denial of equal protection of the laws."

Another point made in the brief was the fact that an exhibitor pays an average of $30 for each film he submits for censorship and that the Maryland board's annual report shows "that over the course of the board's more than 40 years of existence, the fees it has collected have exceeded administrative costs by over a half a million dollars, which excess has gone to the Maryland treasury."

In urging that the high court reverse Freedman's conviction, Bilgrey's brief declared: "To acknowledge appellant's constitutional right of free expression and to stamp him a criminal for exercising that right would take us back to a never-never land of jurisprudence unimagined even by the great author of Areopagitica."

The Supreme Court will review the Freedman case in its October term, at which time oral arguments will be presented. Associated with Bilgrey in the Freedman case are Richard C. Whiteford and Louis H. Pollak.

Universal Incentive Plan Proves Boon To Writers

UNIVERSAL CITY, CALIF.—The preproduction purchase of Herman Raucher's play, "Sweet November," for use as a motion picture has been announced by Edward Muhl, Universal vice-president in charge of production.

At the same time, Muhl stated that Raucher, a New York playwright, has been signed to write the screenplay for the picture which will be made at Universal City Studios.

Amplifying Muhl's announcement, William Darrid, executive head of the MCA theatre department, revealed that this is the first deal resulting from the policy of MCA, parent company of Universal, in promotion opportunities for writers in the performing arts—screen, stage, and television. He also disclosed that the price paid for both stage and screen rights to "Sweet November" was $100,000.

"We believe that this program will give playwrights added incentive," Darrid said. "We hope our open-door policy will broaden the markets for writers."

New SW Theatre

WASHINGTON—Frank J. Damis, vice-president of Stanley Warner Theatres, announces that the local theatre firm has acquired a new theatre to be built on Leesburg Pike (Route 7) at Bailey's Crossroads in Virginia. The theatre will be called Cinema 7.

Contracts have been signed with Grand Southern Investment Company, owners of the land, and Rosenfeld Realty Company, developers and leasing agents. The theatre, which will open in the spring of 1965, will be in the shopping center located on the site.

Cinema 7, which will be Stanley Warners' first new theatre in this area in 18 years, will be of the latest two-floor improved construction, with 1100 seats: 800 in the orchestra and 300 in the mezzanine.

Parking will be ample. The interior decor and modern lighting will be rich and soothing and not distract from the expansive giant screen which will reflect all types of modern motion pictures.

Cheyenne Autumn Trail Dedicated For WB Epic

NEW YORK—The Cheyenne Autumn Trail, over which heroic Indians made the epic 1,500-mile survival trek that is dramatically recreated in the forthcoming Warner Bros. motion picture, "Cheyenne Autumn," will be dedicated officially at a four-day celebration to be held in and around Cheyenne, Wyo., on October 1, 2, 3, and 4 as the focus of the nation's observance of American Landmarks Week (Sept. 28-Oct. 4). The film will be given its world press premiere as a highlight of the celebration.

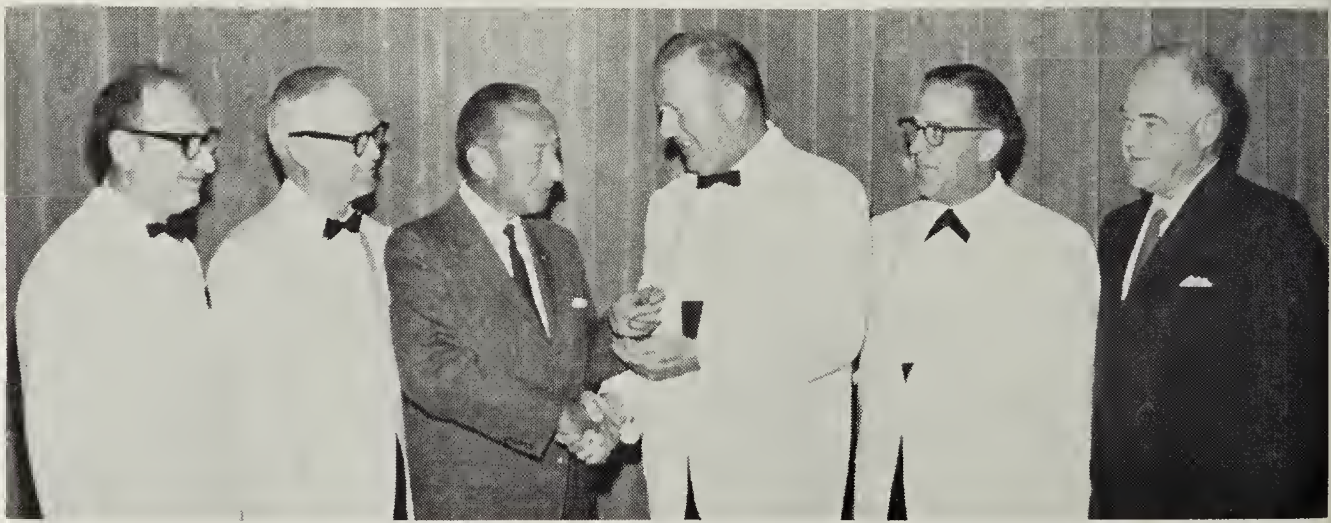
The national chairman of the American Landmarks Celebration, Secretary of the Interior Stewart L. Udall, has been invited to address the ceremonies, which will be held under the auspices of the Cheyenne committee of the American Landmarks Celebration, with Mayor William Nation as host.

Wyoming's Governor Clifford P. Hansen, United States Senators Gale W. McGee and Milward L. Simpson, and the state's only U. S. Representative, William H. Harrison, are expected to participate, along with Philleo Nash, the U. S. Commissioner of Indian Affairs.

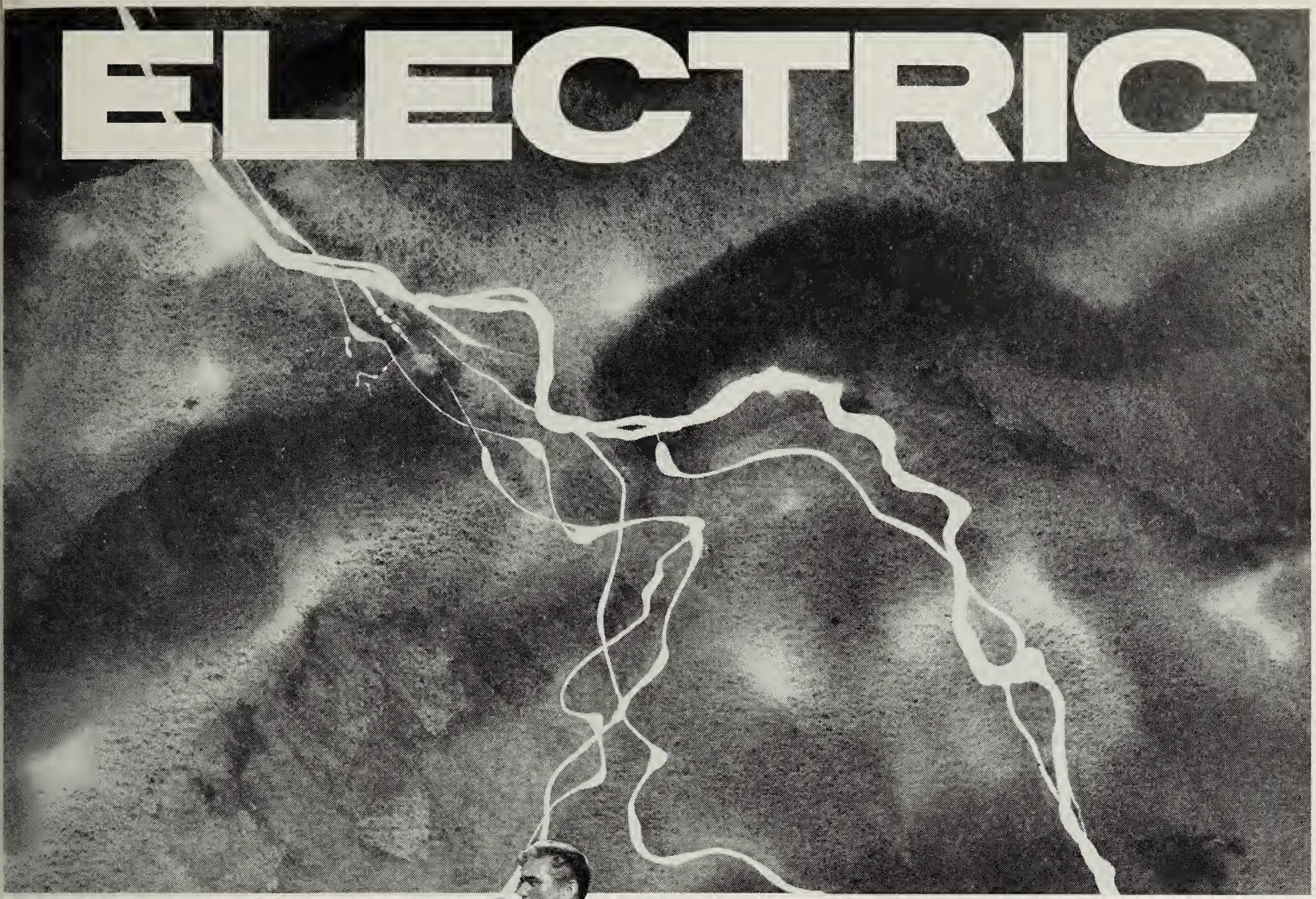
Stars of "Cheyenne Autumn," led by James Stewart, Carroll Baker, Edward G. Robinson, Karl Malden, Sal Mineo, Dolores Del Rio, Ricardo Montalban, Gilbert Roland, and Patrick Wayne, will add Hollywood glamor to the event, which will be covered by approximately 200 leading representatives of the world's press, radio, and television. Correspondents will come from as far as Japan, Italy, and England, where interest has been stirred by the forthcoming openings of the motion picture, which will have its world premiere Oct. 15 at the Warner, London.

The states through which the Cheyenne Autumn Trail passes, including Wyoming, Colorado, Oklahoma, Kansas, Nebraska, South Dakota, and Montana, will be represented officially at the dedication. Also on hand will be tribal chiefs and descendants of the Cheyennes who first travelled the route. They will be headed by the present President of the Northern Cheyennes, John Woodenleg. Local, state, and federal agencies will cooperate in the event.

The big-screen showing of "Cheyenne Autumn," which was filmed in the new 70-mm SuperPanavision process and in Technicolor, will take place at the Lincoln, Cheyenne.



G. R. (Gerry) George, National Theatre Supply Company Buffalo branch manager, recently completed 25 years of service to the company and was presented with an engraved watch by J. W. Servies, vice-president in charge of central district, as Sidney Cohen, president, New York State Allied; Henry H. (Hi) Martin, vice-president and general sales manager, Universal Pictures; Jack Armstrong, president, National Allied; and W. J. Turnbull, president, National Theatre Supply Company, looked on.



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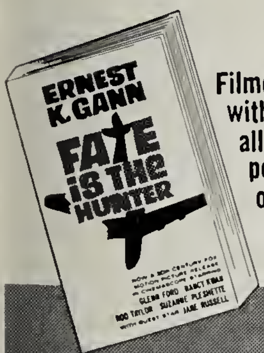
NANCY KWAN
ROD TAYLOR
SUZANNE PLESHETTE

This is the story of two men. They have nothing in common but a couple of women, many adventures, and a strong belief that neither of them is a victim of Fate.



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DIRECTED BY RALPH NELSON
SCREENPLAY BY HAROLD MEDFORD
BASED ON THE BOOK BY ERNEST K. GANN

200 THEATRES THROUGHOUT THE U.S.A. AND CANADA HAVE A DATE WITH FATE IN OCTOBER!

Multi-Pronged Campaign For New "Cleopatra" Dates

NEW YORK—"Our objective for 'Cleopatra,' as we move into special limited engagements in the metropolitan New York area, is to sell the 10,000,000 New Yorkers who did not see the picture in its tremendous 64-week run at the Rivoli Theatre," according to Jonas Rosenfield, Jr., 20th-Fox vice president and director of advertising, publicity, and exploitation. He outlined the extensive plans for the new openings in the New York area on Sept. 30 at a special exhibitor merchandising meeting.

"Our approach to this phase will still be in the grand manner," Rosenfield explained in his keynote talk to circuit executives and theatre managers. "We hope to unveil a new 'Cleopatra' look, but the emphasis will still be on size, spectacle, and class."

Following extensive floor discussion led by Harry Mandel, RKO Theatres president, and Matthew Polon, RKO vice-president, it was unanimously agreed that the newspaper campaign would dramatize the theatres at which "Cleopatra" could be seen, and that a long-range off-amusement-page campaign would be developed to accomplish this.

For television, six different 20-second spots have been developed, each one built around a separate major climax of the film. The company has bought special packages on both WNBC-TV and WABC-TV keyed to the new tv series. Rosenfield pointed out that a total of 60 spots will reach an astronomical number of people—"almost all of the picture's potential audience"—in the area.

The radio campaign, he said, will be composed entirely of 10-second spots, each utilizing the trumpets of "Cleopatra" and each with the copy line, "Cleopatra' is coming." Everyone in the New York area will be aware that the romantic spectacle "will be available in his own neighborhood," Rosenfield said.

An unusual feature of the meeting was a survey of the promotion devices successfully used in the major international areas. Twenty-five pre-tested point-of-sale promotions, which have been culled from countries around the world, were presented by Adrian Awan, 20th-Fox exploitation manager. These illustrations were given, Awan explained, under the theory that suburban communities today are, in reality, small cities. This is true particularly for New York.

A major part of the campaign will be tie-ins with a wide range of local retailers. Among these will be a 10-panel exposition of The Age of Cleopatra, with scenes from the film illustrating various facets of Egyptian life. These can be placed either individually or collectively in retail establishments such as banks or department stores.

In addition, displays will be available which trace the impact of contemporary fashion of both the modern and the legendary Cleopatra.

Along with Rosenfield and Awan, other 20th-Fox executives participating in the meeting were Joseph M. Sugar, vice-president in charge of domestic sales; Abe Dickstein, assistant general sales manager; Abe Goodman, advertising director; Rodney Bush, exploitation director; and Mort Segal, publicity manager.

Circuit executives who attended included RKO Theatres—Harry Mandel, president; Matthew Polon, vice-president and film buyer; Thomas Crehan, executive assistant to the president, and Fred Herkowitz, national director of advertising, publicity, and exploitation; Skouras Theatres—Salah Hassanein, president, and Barry Yellin, publicity director; the circuits' district, division, and theatre managers; and members of the ad-pub and booking departments.

The NEW YORK Scene

By Mel Konecoff

THERE WE WERE BACK ON THE JOB FOR A LIMITED PERIOD LIKE 10 HOURS, and the first one we see is producer, writer, director, and exploiteer William Castle, which is enough to shock anybody back to a sense of normalcy of sorts. The kicker to this session is that Castle took a sleeping pill by mistake when he got up that morning, and we on the other hand had a tranquilizer as an outgrowth of a condition we have been discussing with anyone who would listen. So, there we were, he trying to stay awake and we being slowed down. What a combo.

Castle told us that he has gone in for a switch of pace from gore to subjects dealing with shock and suspense, but later, he sort of backtracked and hesitated about wiping gore off his bloody scripts, rather admitting that if gore is where the buck is then that's where he'll eventually be again, but with his tongue-in-cheek concept. He emphasized that he likes to do his pictures in good taste, and some people may feel that blood and gore are good taste.

He managed to slip in the title of his latest, "The Night Walker," which deals with dreams of all kinds of people. This will, of course, lend itself to all kinds of exploitation gimmicks, contests, hypnotic bits, dreams walking in the latest style bathing suits, etc. There's even a thing with a fan publication which will run a survey on "Sex and Dreams of Teen Agers." He wants to make a featurette, "Do Your Dreams Come True," which will be used on both tv and in theatres, in which subjects will tell all before the cameras.

Castle will probably see Universal release "The Night Walker" in January-February, and part of his deal calls for him to travel with the release and make up fusses that will get in the papers and on radio and tv.

Castle has a theory about his pictures. They don't have to have big "names," and they don't have to have big budgets, nor do they have to be in color, but they shauld have "names" that are either comfortable or at least recognizable, which gives the audience a fighting chance to point a finger and say—let's go. In "The Night Walker," he's got Robert Taylor, Barbara Stanwyk, and Rochelle Hudson. How's that last one for finger pointings?

Castle, who once was only concerned with getting audiences to fill seats even though some may have been wired for warmth and effect, was now concerned that if we don't stop creating questionable entertainment, we may come in for some censure via local legislators, administrators of public welfare, etc. Right now, he estimates that the boxoffice runs from "Mary Poppins" to "The Carpetbaggers," which is okay if we are careful to stay within a range that won't be harmful to any one. By the way, he once made a thing that was calculated not to offend anyone— "Zotz." Not only didn't it offend anyone, it didn't even bring 'em into theartes playing same. He was warned by fans not to let them down in the thrill department again.

He had nothing but praise for the Production Code Administration and its administrator, Geoffrey Shurlock, who he claims is doing a fantastic job. He uses him all the time, he admitted, to show him how to present horror inoffensively. You see, Castle feels that not only does he have a responsibility to taste but also to make money. Since that nasty subject of loot came up, Castle was of the opinion that perhaps there should be different campaigns for different regions, and perhaps each picture should have three or four different campaigns available. After all, each area may respond to different gimmicks.

As part of his five picture deal with Universal, his next will be "I Saw What You Did." At this point, we exchanged pills and went our separate ways.

A PERSONAL ASIDE: JUST WANT TO SAY HOW GRATEFUL WE FEEL TO some of the people who sent along get well wishes like Norman Robbins, Bernie Lewis, Dave Bader, Al Sherman, Arlene Ludwig, Bill Werneth, and the gang at UA. Also to Ralph Meyer and the others that are still being forwarded.

Independent producer William Castle, whose "The Night Walker" is a Universal release, and his associate producer Dona Holloway are seen at a recent trade press interview at Universal.

Fabian Heads Fund Drive

NEW YORK—S. H. Fabian, president of Stanley Warner Corporation, will be the campaign chairman of the New York Variety Club project for a Children's Heart Institute at the New York Medical College, it was announced by Jack H. Levin, chief barker of Tent 35.

The initial unit will require the raising of $250,000, which is the objective of the campaign.

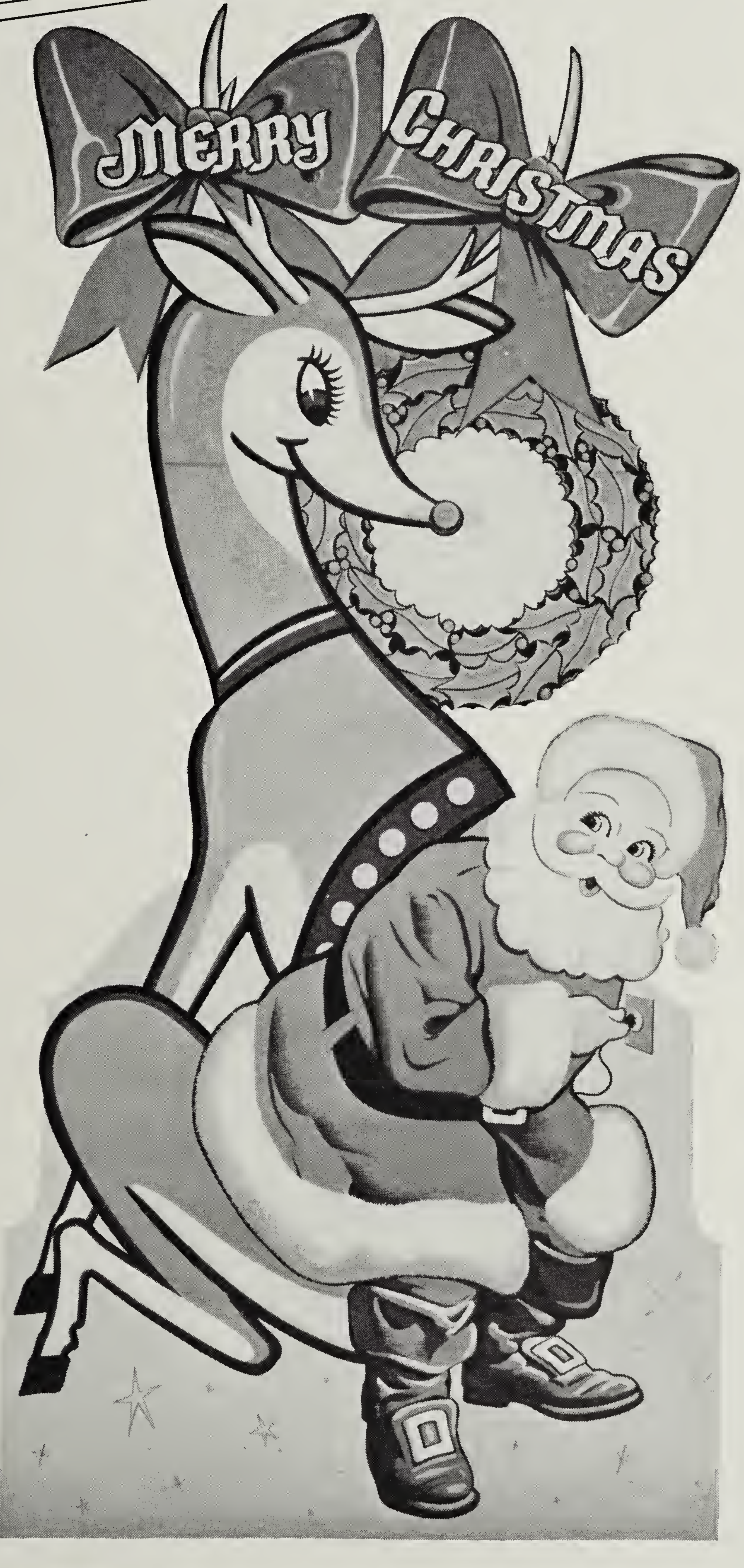
Following the approval of the plan by the officers and crew of the local Tent, Fabian accepted responsibility for organizing the entertainment industry of the New York area so that its humane contribution to the community would equal or surpass the notable contributions to the health and welfare of children established by the Variety Tent in other leading cities of the nation and Great Britain.

The first act in the campaign will be the staging of a Celebrity Ball in the Grand Ball Room of the Waldorf-Astoria on November 6. Two other spectacular events are being planned for early in 1965.

This GREAT Holiday Showmanship Package is on its way to YOU, - Mr. Exhibitor...

NATIONAL SCREEN'S

Treasure Book of HOLIDAY Showmanship



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- Season's Greetings and New Year Trailers
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LONDON Observations

By Jock MacGregor

WHILE THE NATIONAL FILM FINANCE CORPORATION'S BELATED ANNUAL report is mainly concerned with the buying of British Lion and selling it back to virtually the same directors, it comes down heavily on the costliness of modest priced pictures. Not only does it suggest they are becoming increasingly unsuited to current market conditions and the changed type of entertainment demanded by the public, but blames them to a large measure for a loss of nearly $2,000,000 on the year. Although the money which Americans have invested in production here is accepted as of immense value, NFFC believes that British finance should play a far larger part. John Terry now has some $4,500,000 available for producers with the more ambitious projects that the public demands these days.

SINCE FOR 12 YEARS IT HAS BEEN POLICY HERE FOR EXHIBITORS NOT TO book from producers who have sold to tv, the trade wonders why Sam Goldwyn should blow his top, seemingly unaware of the order. Actually, his remarks were reported after the Cinema Exhibitors Association had reconsidered its outlook. While the rule has worked well, many realise that in view of the amount paid for a transmission, producers will hold the hits for reissue and sell to tv only those which will offer little competition to the boxoffice. In consequence, the CEA has resolved that features may now go to tv five years after general release.

THE BFPA HAS LOOKED TO THE NAVY FOR ITS NEW DIRECTOR-GENERAL, A post which has not been filled since Arthur Watkins retired. It goes to Vice Admiral Sir Charles Evans, who prior to his recent retirement was NATO Deputy Supreme Allied Commander Atlantic, and will be remembered by those members of the trade who were privileged to be guests of the Royal Naval Film Corporation at the celebrated dinner aboard HMS Victorious some years ago as the ship's commander. In view of the heavy legislative program and other complications facing the industry in the next few years, it was considered too much to ask anyone to combine the presidency with his own job without such an appointment. . . . $2500 in a 320 seater with a 28¢-70¢ price range and a fourth run picture is the unique record of Norman Higgins at Cambridge's Art Cinema. I renewed acquaintance with him over a drink with BLC's Stan Darlington and Ernie Raymond. The record was achieved with "Tom Jones," but he maintains a weekly average of around $1900 thanks to studying his audience and imaginative distributors. Many of his practices will seem strange to the majority. He runs a single feature and shorts, and has three set performances daily and four on Saturdays. All seats are bookable—he spends $900 annually on tickets alone—and smoking is barred at seven performances weekly. Duplicated sheets giving full cast, technical credits, and production notes are given to patrons, and his equipment is the latest. There is even a remote projection and sound control console in the auditorium. His opposition consists of three ABC and two independent theatres, but he caters particularly for university personnel. Bookings are greatly influenced by their movements. He has a rigid one week policy which is accepted by distributors out of respect for his impeccable knowledge of his market, but there is a gentleman's agreement that when the break figure is topped, the program will be automatically rebooked within 12 months. He has lost count of the times "Henry V" has been back. Ernie and Stan, however, talked him into an exception to his rules—a second run two-a-day roadshow of "Lawrence of Arabia." It was an invigorating session, and before I left I renamed him "Professor Higgins." He rather liked it.

INTERNATIONAL CHIEF BARKER JIM CARRERAS WAS IN CRACKING FORM when I dropped in for a farewell noggin before he left for his visits to the Pittsburgh, New York, and Chicago Tents and the TOA convention. Proudly he showed me an impressive illustrated pocket book, which he has had produced at his own expense, detailing the story of Variety and the work of individual tents. He believes it will be invaluable when he meets the influential and the rich, whom he hopes to convert to the cause. . . . MGM held two press shows for "Night of the Iguana," one on Sunday evening and the other on Monday afternoon, and it was interesting, not to say encouraging, that so many top critics left their homes on a Sunday evening. Bob Ottoway even did a double page pictorial splash rave in the next morning's Daily Sketch. Many with a really serious movie appreciate a little more time to think out their review. While we may not agree with everything they write, most do have a dedicated interest in films. Not that there was any shortage of refreshments following the screening. Exploiteer Jack Green handed each a bag containing a miniature Seagram Tropicana and a Robinson's Lemon Barley, with instructions for a do it yourself "Iguana Rum Coco." Next morning the scribes were feted with a buffet lunch following the screening of "Rattle of a Simple Man," which marks Sydney Box's welcome return to production. . . . Lions—the animals and not the ice cream people—have been making movie news. The Scots Guards have come to the rescue of Carl Foreman, who has been auditioning countless lions, and are lending their mascot, Girl, who was found as a cub in the wilds, for the lead in "Born Free," which he is sponsoring in Kenya. The only stipulation—when her starring role is completed, she is to retire to a Scottish zoo. Meanwhile, Oka and Vango, recently born in Dublin Zoo, are being flown to Bechuanaland to work on "Okavango," the John Cross picture about a wild life reserve. Oka will star and Vango will be stand-in, but it is understood that no jealousy is anticipated as each is more interested in the next meal than the glamor of show business. . . . The staff at the Parachute Regiment training establishment, while no novices to movie making, are deeply impressed that George Peppard, Tom Courtenay, and Jeremy Kemp have refused doubles and personally jumped from the 100 ft. training tower for "Operation Crossbow," which Michael Anderson is directing for MGM. . . . Shush—it's top secret where the London exteriors of Tallulah Bankhead for "Fanatic" are being shot. . . . Jack Worrow is vacating the Bryanston publicity desk which he has so ably filled for so long to head the British Lion studio boosters.

Carrington To New Post As Altec Vice-President

ANAHEIM, CALIF.—Alvis A. Ward, president of Altec Lansing Corporation, subsidiary of Ling-Temco-Vought, Inc., announced the election of George L. Carrington, Jr., as vice-president of Altec Service Corporation.

Altec originally was formed out of Electrical Research Products, Inc., a Western Electric subsidiary, in 1937, at which time it assumed the responsibility for the installation of a major portion of the motion picture industry's sound reproducing equipment.

CARRINGTON

Carrington assumed the responsibility as general manager of Altec Service Corporation on April 2, 1962. He will continue to carry on this responsibility in addition to duties related to his newly acquired position.

Prior to his association with Altec Service, Carrington had been with Altec Lansing Corporation from 1943 working in many capacities throughout the company's facilities.

Lively Bow For "Lively Set"

DETROIT—Universal publicly kicked off its world premiere engagement campaign for "The Lively Set" with one of the most successful luncheons of this type ever held here in the Woodward Room of the Sheraton-Cadillac Hotel. It was attended by well over 100.

It was preceded by a press conference, which at first blush with no regular newspapers appearing, might have appeared as something of an empty gesture. However, during the strike, various emergency papers have sprung up, neighborhood and language press have expanded, and the combination probably results in a daily readership of a million, or more than three quarters of coverage under normal conditions.

On hand were James Darren, Marilyn Maxwell, Peter Mann, Carole Wells and producer William Alland.

After luncheon, the Chrysler Corporation supplied one of its new turbine cars for guests to drive and try out.

In the evening, the attraction was shown at the Adams as a benefit for the Junior Achievement of Southeastern Michigan, Inc., under the joint auspices of the Detroit Athletic Club, the motor industry, the Standard Club, and the Detroit Club.

MGM Central Division Meets

DETROIT—The merchandising conference designed to acquaint MGM's central division sales personnel with the company's recently announced $50,000 domestic sales drive was held here last week.

Among those attending were Herman Ripps, assistant general sales manager; Leonard Hirsch, home office assistant; Jay Eisenberg, sales dept. legal advisor; Lou Marks, central division manager; William Madden, midwest division manager; and branch managers H. Russell Gaus, Cincinnati; Jack Sogg, Cleveland; Edward R. Susse, Detroit; John T. McMahon, Indianapolis; Max Shabason, Pittsburgh; Clarence Keim, Chicago; Vincent Flynn, Des Moines; John J. Pilmaier, Milwaukee; Leroy Smith, Minneapolis; Ron Emilio, Toronto; and A. G. Levy, Winnipeg.

ALBANY

The annual Variety Club golf tournament will be held Oct. 5 at the new course on the State Reservation at Saratoga Springs, with a cocktail hour and full-course dinner at the nearby Gideon Putnam Hotel operated by the Schine interests on lease. It marks the first time in more than 20 years the tournament has been slated for out of town. The Reservation can be reached via the new Northway in a half-hour from Albany. . . . Joe Stowell, former manager, SW Ritz, now being dismantled, pinch hit for Martin Burnett, Strand chief, during his vacation. . . . Leon Weston, who resigned recently as United Artists salesman, joined 20th Century-Fox here as sales representative. He replaced Milt Green. . . . George Thornton's four Catskill Mountain houses, Orpheum, Saugerties; Community, Catskill; Windham, Windham; and Orpheum, Tannersville, reported audience collections totalling almost $1,100 for the Will Rogers Memorial Hospital, Saranac Lake. Bob Adler, although retired as Allied Artists' sales representative, temporarily continued to act as distributor head and disclosed that the exchange district's total for the drive was approximately $11,000.

ATLANTA

The first annual Children's Ball sponsored by the ladies committee of the Atlanta Variety Club will be held on Oct. 2. . . . Albert Weis announced that a new indoor theatre will be built in Savannah, Ga. . . . C. C. Enterprises announced the taking over of the Lyric, Pell City, Ala. . . . Meiselman Theatres, Charlotte, N. C., have opened their third four-wall theatre in the metropolitan Atlanta area —the Belvedere in Columbia Village just across the street from the Belvedere Shopping Center. . . . The Cox Broadcasting Corporation of Atlanta has purchased TV station WHC, Pittsburgh, Pa. . . . Renovation of the Tower and renaming it "Lenox on Broadway" has been announced by Hugh Rainey, city manager, Simpson Operating Company, which also operates the Capri, a first-run suburban house.

BUFFALO

Ground has been broken for Rochester's next new film house, the second to be constructed by the Jo-Mar Enterprises, Inc., a Rochester firm. The theatre will open during the Christmas holiday in the new Jefferson Plaza opposite Southtown. Meanwhile, it is reported that the same company is negotiating for another site in the Brighton area, on which to build this year, with December as the opening target. The Jefferson Plaza theatre will be ultra modern in exterior design and equipped with a new type of flexible screen that can be curved or made straight and can accommodate any type of projection, including Cinerama. . . . Richard Burton's "Hamlet" in Electronovision will be shown at the Paramount for four performances Sept. 23 and 24, and manager Edward Miller is pulling every stop to put the film version, made direct from the Broadway stage production, over. . . . The entertainment world's annual fund drive for the Will Rogers Hospital at Saranac Lake is sure to be a success locally because of the help of hundreds of teen-age volunteers. "This is all we needed," said Sidney J. Cohen, president of Allied Theatres of New York State, Inc., and a member of the hospital's board of trustees. . . . Morry Slotnick's Fine Arts in Rochester is getting further glamour treatment, with the entire front being repainted in royal blue and white.

CHARLOTTE

Dewey Clinton Vaughan, 67, for many years with the maintenance division of the Center, Durham, N. C., died. Surviving are three brothers. . . . The Northgate, Durham, N. C., was broken into and thoroughly ransacked. Entrance was gained through a rear exit door, and the doors of the office were broken open. . . . The Turnage, Washington, N. C., has announced that it will begin a new admission price for young people starting Oct. 1. The new prices will be called "Junior Admission Prices" for ages 12-15, and will be in between the present children's admission price and the adult price. . . . Roy Griffin, manager, said that as a rule, the new junior ticket price will be 15 to 20 cents below the normal adult admission. This will be the first attempt to offer a special price for all young people. In the past, a student card was used by most young people and it proved most popular, but failed to reach all young people in this category.

CHICAGO

Auditorium theatre, presently under intensive modernization program, will reopen this winter for various amusements, including quality films. The Auditorium was the former site for grand opera. Chicagoans have contributed $855,000 to finance the $2,700,000 cost of rehabilitation. . . . Harold Sampson, Sampson Enterprises, is building a 1,000 seat theatre, the Cinema, in West Allis, a suburb of Milwaukee. The $600,000 house will be leased to General Cinema Corp., Boston. . . . Peg Zwecker, fashion editor, Chicago Daily News, reports that the "My Fair Lady Look" has taken over the windows of Stanley Korshak — dramatically done in black and white. . . . Eddie Seguin, B and K publicity, reports that word was received from Julie Andrews at the premiere of "Mary Poppins" in Hollywood that she will appear in person for the Chicago State-Lake premiere on Oct. 14. . . . Marlow's Drive-In, Herrin, Ill., has been purchased by Mid America Theatres and renamed the Riviera. Earl Ritchey is the newly appointed manager. Improvements underway include new concessions building and electric in-car heaters. Acquisition of Marlow's brings a total of five drive-ins under Mid America operation. Reinhardt Weseman, manager, Bel Air Drive-In, Mitchell, Ill., has been named supervisor of drive-ins. . . . Abbott Theatre Supply Co. is to supply projection equipment for new B and K theatre now being erected in Oak Brook, Ill. . . . Variety Club's theatre collections for their charity LaRabida Sanitarium, was in excess of $40,000, according to Ralph Smitha, chairman. The collection exceeded that of last year. . . . John Thompson, publicity manager of Columbia exchange, was named assistant to Columbia studio publicity manager John Flinn. . . . Fred A. Niles Communications Centers, Inc., announces that it has joined with Marketing Concepts, Inc., in the production of live industrial theatre. . . . Miss Jean Schoenstadt, office manager of Schoenstadt Theatres, was recently wed to Phil Anoff, Charlotte. . . . Chicago Motion Picture Appeal Board has refused a permit for the showing of the film, "2,000 Maniacs," produced by David F. Friedman. In this case the board concluded that the film "violates the ordinance in that it portrays depravity of a class of southern citizens and exposes them to contempt, derision, and obloquy." . . . The Richard Balabans of the theatre clan are expecting the birth of their third child in November.

CINCINNATI

Joe Alexander, RKO district manager, is taking "Hamlet" tickets to potential customers in local shopping centers and to nearby cities. A bedecked trailer ticket office, wheeled by Joe, is calling attention and selling tickets for the play to be shown at the Albee, Grand, and International '70, Sept. 23-24. This old showman's device is arousing curosity and excitement for an experiment which, if successful, will add a new dimension for the movie industry. . . . American International's local exchange won first place in the mid-east area in the company's 10th anniversary sales drive, July 20-Aug. 18. The exchange's first prize was awarded to J. W. McDonald, TOC Booking Agency president. Carl Braun, Bein Theatres' manager, and Ted Christ, Spencerville, O., exhibitor, were second and third prize winners. . . . Paramount's local exchange has moved into new quarters on Film Row and Warners moved its office into the downtown Kroger building. With the installation of a new screen, 20th-Fox has completed the renovation of its screening room. . . . Elstun Dodge closed his house in suburban Mt. Washington, the building to be used for other purposes. . . . Walter Dilles, St. Albans, W. Va., is doing his own booking and buying. . . . National Theatre Supply is furnishing equipment for Chakeres circuit's new 1,000-car Hi-75, Springboro, O., near Dayton, O., scheduled for completion in late October. . . . A tall candle on a big cake was the center of attraction for Wendy Sue, MGM's field man Mike Beinner's daughter, celebrating her first birthday. . . . Mark Ferrazza, four-year old son of Carl Ferrazza, Universal tub thumper, is convalescing nicely at home following major surgery.

COLUMBUS, O.

Ed McGlone, manager, RKO Palace, won first prize in the Warner Brothers' nationwide contest for the best campaign on "The Incredible Mr. Limpet." The announcement was

The finest carbons ever made...

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made by Ernie Grossman, national exploitation and promotion manager for Warner Brothers. . . . Northland Cinema, with Edward Kennedy as manager, is among new members of the Independent Theatre Owners of Ohio, announced Ken Prickett, ITOO executive secretary. Other new members include Granville, Granville, Fred Wirts, manager; Studio, Middletown, William Cornn, manager; and Canal Road Drive-in, Cleveland, George Stern, manager. . . . Danny Deeds, new operator, Hartman legitimate theatre, is installing new ventilation system and will have the historic house repainted. . . . Rein Rabakukk, who was assistant manager at Loew's Ohio when Walter Kessler was manager, has rejoined Kessler as his assistant in the Rosener art theatre circuit in California, with offices in San Francisco. Rabakukk resigned as manager of Loew's Mid-City, St. Louis, to accept the new post.

DALLAS

Bill Slaughter, Rowley United Theatres, has been named convention chaiman of the Texas Drive-In Theatre Owners Association, which will be held Feb. 22-25, 1965, at the Statler-Hilton Hotel. Co-chairmen include Harry McCartney, Stanley Warner Theatres, Dallas, and Jack Arthur, Starlite Drive-In, Stephenville, Tex. Edwin Tobolowsky, general council of TDITOA, has extended an invitation to the Theatre Owners of America to hold its mid-winter board meeting here Feb. 20-21. Earl Podolnick, president of Trans-Texas Theatres and of TDITOA, and Tobolowsky have been named delegates to the TOA convention in Chicago. . . . Services were held here for Leon S. Abraham, 60, booker for J. G. Long Theatres, Bay City, Tex., for the past 25 years. . . . The month of October has been named Tom Bridge month by the local Paramount exchange. The former local manager, now assistant sales chief, is to observe his 35th anniversary with Paramount. . . . Senior citizens who have reached the age of 60 have been invited by Maryon Hudgins, manager, Capri, to attend motion pictures at a discount in admission. The special discount will prevail at all performances, including weekends and holidays, for non-roadshow attractions. . . . Services were held here for L. E. "Eddie" Forester, 60, vice-president in charge of advertising for Frontier Theatres, Inc., and owner of Texad Advertising Agency. He was a theatre manager for Paramount-Publix and its successor company, Tri-State Theatres, in Des Moines. He managed theatres in Nebraska and Iowa for 18 years. He then operated two western Iowa theatres of his own. In 1948, he moved to the southwest and affiliated with the H. J. Griffith circuit as advertising manager and then to Frontier. Survivors include a son, a brother, a stepdaughter, and a grandson. . . . Joan Armbruster, daughter of Walter Armbruster, manager, Universal exchange, was married to David Pokladnik. . . . Joe Jackson, chief barker, Dallas Variety Club, hopes to be able to work out a plan with local theatres to enable the local Tent to sponsor all roadshow premieres in the city. . . . Bob Hope is scheduled to make a personal appearance on Oct. 30 in Fort Worth, Tex., at Texas Christian University. . . . "The Motion Picture as an Art Form" will present John Rosenfield, amusement critic of The Dallas News, in six illustrated lectures tracing the history and development of movies from bud to bloom.

DENVER

United Artists branch manager John Dobson has been appointed entertainment chairman of the United Fund Drive. . . . Joe Ungerleider has been made house manager of the Denver, 2,400 seat Fox downtowner. He is a retired Air Force colonel. . . . Robert Patrick, president of Parade Pictures, a former Denverite, met with Henry Freidel, local Parade representative. . . . WOMPI delegates selected to attend the convention in St. Louis are Ann Miller, United Artists, and Bernice Gilmore. . . . J. C. West and Jay O' Malin are starting construction of a new 950 seat hardtop in Albuquerque, N. M. Located in the center of a two acre site, the new house will have ample parking space. A 60-foot screen and six track stereo sound will be among the many features designed to make it one of the show places of the state. Wide spacing between seat rows and lounge type chairs will add comfort. West has operated the West and the Trails and Sahara Drive-Ins, Grants, N. M., and O'Malin has been a film salesman in Denver and St. Louis for United Artists. . . . Director Larry Peerce and producer Sam Weston, of "One Potato, Two Potato," were in Denver to publicize the film's opening at the Esquire.

HOUSTON

Hollywood screen star Pat O'Brien is scheduled to make a personal appearance here beginning Nov. 8 at the Cork Club. During his stay, O'Brien will appear at several local bookstores for autographing parties for his book, "Wind At My Back." . . . A special preview showing of Walt Disney's "Mary Poppins" was held at the Delman. . . . Ray Boriski, owner, Alray Foreign Film Theatre, begins an art film festival with "Divorce Italian Style," offering a series of 11 films over 20 days.

JACKSONVILLE

Bob Pollard, Buena Vista salesman for Florida, held a successful advance promotional screening for "Mary Poppins" at the Center with the cooperation of Marty Shearn, Center manager. More than 200 music teachers from the public school system attended. . . . Franklin Frady, Florida projectionist, and Mrs. Frady were as proud as their son and daughter-in-law when the latter, Mrs. Donald Frady gave birth to their first grandchild, Mark Alan Frady. As soon as their infant son is old enough to travel, Donald and Nancy are going to Detroit for a year's training as missionairies for the Greater Europe Mission. They will fly to France at the end of the training period.

Hurricane Dora was still in the vicinity of Jacksonville stirring up a backlash of winds and rains when the Beatles flew up from a Key West holiday and performed before 23,000 screaming, teen-age fans at the open-air Gator Bowl. It was reported by the show's sponsor, radio station WAPE, that 30,000 tickets at $3 and $5 each had been sold for the single performance. Apparently, thousands of ticket holders were kept away by parental discipline due to the hurricane danger or lack of transportation facilities. It was reported that WAPE had guaranteed the Beatles' management a net of $50,000 for the show. Tight police control prevented wild demonstrations. The Beatles refused to go on with their Gator Bowl performance until after police had ejected a large contingent of newsreel and motion picture camerman. The Beatles' press agent, Derek Taylor, insisted that television and other movie-makers leave the Gator Bowl grounds, saying films of the Beatles might be bootlegged for their commercial value without any royalties going to the Beatles. The movie-makers at first refused to leave on grounds they had been invited along with other members of the working press, but surrendered their position rather than risk a riot by 23,000 crying, screaming teen-agers. . . . Joe Charles, manager, suburban Capitol, and Mrs. Charles drove to New York to attend the World's Fair. Tim Choulot, assistant at the Edgewood, went in as the Capitol's relief manager. . . . Walt Meier, manager, downtown Florida, who resides at nearby Jacksonville Beach, brought his family to downtown safety shortly before Hurricane Dora smashed into the area. Walt went home after the storm to find that his ocean-front home had suffered expensive damages. . . . The only local first-run film to receive a "family entertainment" label from Judge May, Florida Times-Union entertainment editor, was "Never Put It in Writing" at the downtown Imperial, which stars Pat Boone, a hometown boy. . . . Born to Mr. and Mrs. Joel Kramer, Emeryville, Calif., was their first child, a daughter, Lesa Zoe Kramer. The former Miss Dora Cornwall, Mrs. Kramer is the daughter of Robert Cornwall, manager of the downtown Imperial, and Mrs. Cornwall.

MIAMI, FLA.

For "Bikini Beach," Jack Mitchell, Wometco publicist, promoted 30 albums from local record distributors for giveaways on two radio and one tv station in return for free plugs from disc jockeys. The local Grandway Stores accepted displays for a tie-in on "Wrangler Jeans" worn in the film. "Little Miss Bikini Beach" contests were held at the Plaza, Hollywood, and Palm Springs, Hialeah, sponsored by local merchants' associations. A "Bikini Beach" premiere party for 50 selected teenage couples was held in conjunction with radio station WFUN, with a caravan from the radio station to the Algiers Hotel, followed by a party on the beach. Then the group attended the Carib for the premiere. A mink bikini was borrowed from Adrian Thal, furriers, and worn by a model to the newspapers for promotional purposes.

NEW HAVEN-HARTFORD

Mrs. Marilyn Landers Vicas, Washington, D. C., daughter of George E. Landers, E. M. Loew's Theatres Hartford resident manager, and Mrs. Landers, starred in the Lambertville, N. J., summer theatre production of Rodgers and Hammerstein's "The Sound of Music." Her husband is a Washington radiologist. . . . Lockwood and Gordon has shifted John Connell, formerly assistant manager, Cinerama Theatre, Providence, to the Cine Webb, Wethersfield (first-run Hartford art outlet) as manager, succeeding Carroll J. Lawler, who returns to the L&G Cinerama Theatre, Hartford, as group sales manager. . . . The one-time Glackin & LeWitt Arch St. Theatre, New Britain, has been converted into a warehouse. . . . James A. Bracken, assistant zone manager, Stanley Warner Theatres, has stepped out of the cast that was strapped to his leg after an injury in a baseball game with his grandsons. . . . The MPTO (Motion Picture Theatre Owners) of Connecticut has named Max Hoffman, Connecticut Theatre Circuit, and Sam Hadelman, Bowl Drive-In, West Haven, to its board of directors. . . . Trumbull Theatre Corporation, subsidiary of New York-based United Artists Theatres, has signed a 20-year lease with the Frouge Corporation, real estate developers, for a

1,000-seat motion picture theatre being built in the Trumbull Shopping Park, Bridgeport suburb, at a cost of $250,000. The project marks first Connecticut operation for the UA circuit. Physical equipment will include facilities for Cinerama, bringing to two the number of Connecticut theatres showing this type of entertainment. Other is Lockwood & Gordon's Cinerama Theatre, Hartford. . . . Date of testimonial dinner honoring Lou Cohen, retired Loew's Palace manager, has been moved from Tuesday, Sept. 29, to Wednesday, Sept. 30, in the Capitol Ballroom of the Hartford Statler Hilton. . . . Independent Connecticut exhibitor George Christ and real estate developer-lawyer David Zimmer have assumed management of Loew's Poli and Loew's Majestic, Bridgeport, following takeover by Zimmer of the two theatre properties from Loew's Theatres, Inc., for a reported $225,000. Christ will continue to operate the Rivoli, Bridgeport, a subsequent-run. The Poli and Majestic are first-runs. . . . In a Connecticut drive-in theatre "first," the Southington Safety Committee checked 487 cars at the Perakos circuit's Southington Drive-In to see how many were using seat belts. Twenty-five per cent, it was learned, had seat belts, but only 12 per cent used them regularly. The survey was conducted on invitation of Peter G. Perakos, Jr., Perakos office manager. . . . Raphael's Department Store, New Britain, has purchased the Embassy Theatre Building in that city from Stanley Warner Management Corporation for an undisclosed sum and intends to convert the space to retail purposes. The action leaves S W with only one theatre in that city of 100,000—the Strand, also a first-run. . . . "Hamlet," showing Sept. 22-23 at the Allyn and Elm, will play at a $2.50 top. . . . The Farmington Drive-In, Route 6, in which E. M. Loew and Hector Frascadore are partnered, has increased its car capacity from 750 to 1,000, repaved and oiled the entire area. Four hundred heaters have been bought for winter use, adding the Farmington to the roster of metropolitan Hartford under-skyers able to go through the cold months. Frascadore has named Norman Stanchfield as house manager. . . . John Scanlon, Ill., Danbury city manager for Stanley Warner, has a tie-up with a bowling alley, offering free bowling tickets with each admission, and the bowling alley, in return, provides free theatre passes good for early part of the week at the Palace. . . . Henry Cohan, Perakos Beverly, Bridgeport, hosted Bridgeport's 17-year-old Lynn Diana Hafar, named "Girl of the Year" by Girls' Club of America, at his opening performance of Columbia's "Good Neighbor Sam." . . . Allen M. Widem, Hartford Times amusements editor, has been renamed by Mayor William Glynn to the Hartford Fine Arts Commission.

Wright Lewis, film buyer and booker, Rugoff Theatres, New York, standing right, is seen with the 784-pound tuna he caught off Provincetown during a recent fishing trip. With him are his brother, Dr. Clyde Lewis, standing left, and kneeling, Ted Belastock and Al Nemrow.

NEW ORLEANS

Gulf States Theatres have added another unit to their operations via the lease of the conventional theatre now in the last stage of construction in the newly developed complex know as Sears Town on Highway 90 east within the city limits of Pascagoula, Miss. The theatre is yet to be named but will be ready for opening sometime in October. . . . William H. Cobb, operator of a string of theatres in Louisiana, won first place in Masterpiece Pictures-American International's playdate drive and won a $100 savings bond. Mrs. Russell F. Etheridge, Diane, Linden, Ala., was second winner and received a $50 bond; while third prize, a $25 bond went to Page M. Baker, head, Theatre Owners Service Company, buyer and booker for some 40 plus theatres in the area. . . . George French closed the Star, Mendenhall, Miss., indefinitely. . . . The father of Joe Silver, 20th-Fox booker, and Al Silver, Film Inspection Service, celebrated his 80th birthday. . . . Ed Feftwich, sales manager, Futuramic Films, Los Angeles, was in and closed a deal with Blue Ribbon Pictures for the distribution of his product in the area. . . . Mr. and Mrs. Meyer Ripps, Mobile, Ala., welcomed their first child, a daughter. He is president of Cinema Distributors of America. . . . Mrs. B. A. Eldridge reopened the Ranch Drive-In, Springhill, La., where she also operates the Spring. . . . Joe Seiferth has been named advertising-publicity director for Don Kay Enterprises. . . . Carolyn and Lance Castelano became the parents of a baby girl. Before her marriage, Carolyn was secretary to Earl Perry, vice president and general manager, Pittman Theatres. . . . Art Levy, Don Kay Enterprises' salesman, was taken ill while in Jackson, Miss., and hospitalized there. . . . Tommy Strasser is now shipper for Don Kay Enterprises. . . . R. L. Bostick, National Theatre Supply vice president and southern district manager, returned to his home base in Memphis after a visit with local manager Tom Neely, Sr. . . . Earl Schroeder, Allied Artists office manager, and his wife are on a New England States vacation tour.

PHILADELPHIA

Motion Picture Associations Foundation Inc. have arranged a benefit showing of Warners' "My Fair Lady" at the SW Stanley on Oct. 30. Tickets at $15 each may be obtained by contacting Mort Magill, president, or Don R. Hicks, vice president. . . . Claude Schlanger, Budco Theatres, Inc., and Alfred A. Gilbert Associates, will open the Cinema 1, Springfield, Pa., on Sept. 24 preceded by cocktails and buffet dinner at the Alpine Inn.

PROVIDENCE, R. I.

Marking the reopening of schools after the summer vacation, the Stanley Warner Majestic, downtown first-run, staged a monster two-day Back-To-School Fun-O-Rama. A two-and-one-half hour cartoon show was highlighted by the personal appearance of Salty Brine, popular local television personality. . . . Ray Milland, movie and television star, was in town to make personal appearances at the Warwick Musical Theatre where he was starring in "My Fair Lady." Milland was also a featured guest on a local television program. . . . The Darlton, Pawtucket, and the Majestic, Providence, are accepting reservations for the Sept. 23 and 24 showings of Richard Burton in "Hamlet." Considerable newspaper space is devoted to the widely-heralded Electronovision process this film introduces.

ST. LOUIS

An estimated 400 persons were evacuated from the Brentwood because of a phony bomb threat telephoned to the box office. The customers were given their money back and the theatre was closed. The area was roped off while firemen and policemen made a futile search of the building. . . . The All Star Drive-In, Holcomb, Mo., had its screen blown down during a recent storm. It is closed temporarily while the screen is being rebuilt. . . . Rein Rabakukk has resigned as manager of Loew's Mid City, St. Louis, and is leaving to become assistant to the general manager of Herbert Rosener Theatres in San Francisco. Rabakukk has been with Loew's Theatres for 12 years in various cities. Don Meyers has been appointed manager of Loew's Mid City. Meyers had previously been assistant manager. Bill Hubbs, who has been at the theatre for one year, has been appointed assistant manager.

. . . Wehrenberg Circuit has announced the opening of their new concession and service building at Ronnie's Drive-In in southwest St. Louis county. Ron Krueger, president of the circuit, estimated the cost at approximately $175,000. The building has been fully air conditioned and contains the very latest equipment. . . . Presidents of the 17 WOMPI clubs will be entertained here at a dinner party hosted by the Atlanta WOMPIs preceding the formal opening of the national convention at the Chase-Park Plaza Hotel. The dinner will be followed by a Presidents' forum and a business meeting. A reception honoring WOMPI officers will be held Sept. 17 in the Tiara Lounge of the same hotel to be followed at 9:30 by a cocktail party hosted by Coca Cola. WOMPI conventioneers will again be entertained by Coca Cola Friday evening at 10:00 p.m. following the Ozark Hootenany party being held at Montebello Resort. . . . The Ambassador and Shady Oak in St. Louis will show "Hamlet" starring Richard Burton on Sept. 23-24. Both theatres will have an admission price of $2.00 per ticket at all four performances and are preparing for capacity business. . . . Phyllis Kahan, daughter of Meyer Kahan, owner of Kahan Film Delivery in St. Louis, was married to Mr. Larry Soll.

SALT LAKE CITY

The Intermountain premiere of Walt Disney's "Mary Poppins" is to be sponsored by KSL Radio and KSL-TV and the Deseret News at the Center, Oct. 29. Admission will be a donation of $15 or more to the local "Primary Childrens' Hospital," which is to be contacted for contributing and receiving a free exchange ticket to see the film. . . . The new Plaza, Kearns, Utah, opened. . . . Two different productions of "Hamlet" will have been presented here less than a month apart. Laurence Olivier's film version played the Tower for two nights capacity business; and Richard Burton's 'new-look' version in Electronovision will play the Center for four reserved seat performances Sept. 23-24. . . . Attractive "Back to School" special programs have been held recent mornings at the Uptown, Villa, Southeast and Rialto, among others.

SAN ANTONIO

Larry Emmert, manager, Park D-I, has been promoted to post of manager, Paramount Abilene, Tex., succeeding Don Furman. Jon Stile has been switched from manager, Queen, to a similar post at the Park D-I, and Scott Harris, previously in Paris, Tex., joins as new manager, Queen. . . . B. R. McLendon, Tri-States Theatres, with headquarters in Dallas, has announced that contract has been let for the rebuilding of the Lyric, Idabel, Tex., which had been destroyed by fire several years ago. The James Chance Construction Co., Texarkana, Ark., will build a brick and concrete fireproof 750-seat theatre. The Rancho D-I, also owned in Idabell by McLendon, will undergo remodeling. Mr. and Mrs. Jesse Gore operate the D-I and will also operate the Lyric when completed. . . . Fire believed to have been caused by faulty wiring did an estimated $50,000 in damages at the State, Pittsburgh, Tex., which was destroyed in the blaze. . . . Corky Guthris is scheduled to take over operations again of the Rogue and Mustang, Wheeler, Tex. . . . Fire destroyed the Park, High Springs, Tex., which had been closed for some time. W. O. Irvin, Jr., Daingerfield, owned the building which was built in 1929 and was the largest business building in the city. . . . Hence W. Thaxton, assistant manager, Capri, El Paso, Tex., has resigned his post due to illness and is confined there in a hospital in serious condition. . . . Sam E. Tanner, general manager, East Texas Theatres, with headquarters in Beaumont, Tex., has announced that the circuit will build a 1,400 seat theatre and a shopping center in Longview, Tex. The circuit operates the Arlyne, indoor, and the River Road D-I there. Conferring with Tanner on the project were Robert Lugenbuhl, Jacksonville, Tex., district manager in charge of East Texas Theatres operations, and D. L. Elliott, Longview city manager for the circuit.

Panic Button
Panic

Ron Gorton, producer of Gorton Associates' "Panic Button," recently hosted a luncheon for New York executives where plans for sales and promotion were outlined. Seen, left to right, are George Skigen, Gorton executive; Gorton; and Bernie Jacon.

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SEATTLE

Ernie Piro, Seattle branch manager of Buena Vista, has retired and can now play all the bridge he wants. Norman Chesler, from Salt Lake City, replaces him. . . . William Stahl, 58, died of cancer. He had been associated with National Theatre Supply and left for Los Angeles just a few months ago, returning to Seattle when his fatal illness was revealed. He was a member of Variety Club. Survivors include his wife, a daughter, two sons, and two granddaughters. . . . Sammy Siegel, Columbia publicist, was in Seattle working on "The New Interns," scheduled to open at the Paramount Sept. 16. . . . Guy Edward Blakely, 46, Pasco, Wash. died at the Hi-Land, where he was employed. He also worked at the Benton during the winter months. He was secretary-treasurer of the Moving Picture Operators Local 234 and an Air Force veteran of World War II. . . . Frank Christie, 40-year veteran of the theatre business, and film buyer and chief booker for Evergreen Theatres, was the subject of one of John J. Reddin's "Faces of the City" columns.

WASHINGTON

Doris Chown, Wheeler Films, president of the Washington chapter, Women of the Motion Picture Industry, has appointed the following committee chairmen: Programs and social—Catharine Murphy (Metro-Goldwyn-Mayer); finance—Thelma Powell (Metro-Goldwyn-Mayer); membership and extension—Margaret Hillier (Sidney Lust Theatres); bulletin—Eileen Olivier (20th Century-Fox); Will Rogers Memorial—Eleanor Forry (20th Century-Fox); service—Anne Sidotti (20th Century-Fox); publicity—Patricia Gormley (Motion Picture Assn.).

Two Washington area film executives were honored at the fourth annual convention of the Maryland Theatre Owners Association in Ocean City recently. Jerry Sandy, local representative of American International Pictures, received a plaque on behalf of his company for leadership in the field of production-distribution, and David Ginsburg, director of public relations for Sidney Lust Theatres, was named "Showman Of The Year," . . . The many admirers of "Uncle Dave" Ginsburg's performing dog "Rusty" will regret to learn that the talented canine was seriously injured when attacked by a large bull dog. "Uncle Dave" was also bitten during the battle but not seriously. . . . Sam Galanty, mideastern and southern division sales manager for Columbia, was on a trip to Jacksonville and Miami to discuss circuit and independent deals to highlight Columbia's 40th year drive. . . . Flamenco dancing, guitar music, red carpet and lights ushered in the premiere opening of "Los Tarantos" at the Dupont. Highlight of opening was the guest list headed by the Ambassador of Spain and the Marquesa de Merry del Val. Guests were served wine by lovely Spanish girls. Industry figures on hand were Ted Mann, owner, Dupont, and Leonard S. Gruenberg, one of the producers of the film. . . . Don King, owner, Town, announced the opening of the 1,000 seat Annandale, Annandale, Va.

"Mary Poppins" At Music Hall

The Walt Disney production of "Mary Poppins" starring Julie Andrews and Dick Van Dyke, will open at Radio City Music Hall on September 24. Accompanying the motion picture will be a new stage spectacle produced by Leon Leonidoff and highlighted by a ballet presentation of Gershwin's "Rhapsody in Blue."

The most lavish film ever to emerge from the Disney studio, the Technicolor musical presents Miss Andrews, the original Eliza Doolittle of "My Fair Lady," in her long-awaited film debut.

"Mary Poppins" is based on the popular book series of the same name, written by P. L. Travers.

On stage, the spectacle "New York, New York" will commemorate the 300th anniversary of the City of New York. Dancing the lead roles with the Ballet Company in the "Rhapsody in Blue" production will be Nana and Fred Albee. Also featured in the show will be the Rockettes, the Del Rays, a juggling act, baritone Alan Cole, and the Symphony Orchestra, directed by Raymond Paige.

Lunch-Hour Legit Show Bows In Des Moines

DES MOINES—Something different—a lunch hour theatre, presenting legitimate stage shows, will be offered in Des Moines. The Lunch Hour Theatre, Inc., is believed to be the first of its kind in the country, and is taken from a successful operation in Sydney, Australia.

A Des Moines couple, Mr. and Mrs. Larry McKeever, will present a 40-minute, one-act play at the Moose Lodge auditorium, formerly the Princess. The house was a landmark in Des Moines' legitimate theatre history.

The first show will be "The Tiger" and will feature the McKeevers. It will be presented at 12:10 p.m. daily, and admission is 75 cents. Coffee, milk, and sandwiches will be available in the lobby.

REVIEWS

*The famous pink paper **SAVEABLE SECTION** in which*
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION Indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADEPAPER

SECTION TWO
Vol. 72 No. 10
SEPT. 23, 1964

AMERICAN-INT.

Godzilla Vs The Thing

(A12) FANTASY 90M.

American International
(Japanese-made)
(Dubbed in English)
(Pathe-color)
(Colorscope)

Estimates Japanese fairy tale of monsters aimed at juveniles.

Cast: Akira Takarada, Yuriko Hoshi, Hiroshi Koisumi. Produced by Tomoyuki Tanaka; directed by Inoshiro Honda. A Toho Co., Ltd., production.

Story: After a hurricane, a huge egg is brought ashore in Japan and put on exhibition by carnival promoters. The giant reptile Godzilla, long thought dead, also revives in the storm. Godzilla again goes on a rampage, wrecking cities and killing thousands. Massed military and air might is powerless. The egg is the progeny of the monster moth, Mothra, who flies in to do battle with Godzilla to save her young ones. The giant insect injures its wing and falls prey to Godzilla, who then proceeds to wreak vengeance on the egg. Before this can be accomplished, the egg hatches two monstrous caterpillars. By spraying Godzilla with their sticky, milk-like fluid used to build nests, they entangle him in its web-like strands so that he topples to an apparent death in the sea.

X-Ray: The all-Japanese cast plays this fairy tale straight, with impact depending on the top special effects and miniatures worked out by the Japanese craftsmen. Despite the ludicrousness of the story, interest is maintained, and juveniles and the non-discriminating should be pleased. Production and color are first rate, and this should do okay where others in the series attracted.

Ad Lines: "Nothing Like This Ever On The Screen"; "How Much Terror Can You Stand?"

Voyage To The End Of The Universe

(A08) DRAMA 81M.

American International

Estimate: Science fiction programmer.

Cast: Dennis Stephans, Francis Smolen, Dana Meredith, Irene Kova, Rodney Lucas, Otto Lack. Produced by Rudolph Wohl; directed by Jack Pollack.

Story: Dennis Stephans commands a spaceship in the 25th Century which is on a research trip to distant planets. They come upon another flying saucer, which upon examination contains dead bodies. It is still charged with atomic energy, and investigating plots are blown up. The spaceship members are next affected with sleeping sickness due to radiation from a dark star. When they recover, one of their members becomes insane from radiation burns caused when the ship was damaged in the explosion of the other space-craft. He is saved by Stephans, who gets him to the ship's hospital. A curious cloud is a magnetic field beamed from the nearby Green Planet to protect the spaceship from the radiation caused by the Dark Star. Finally the ship approaches the Green Planet, and the crew knows that it is inhabited by intelligent beings who saved them from the Dark Star's radiation.

X-Ray: The special effect boys have themselves another holiday in this science fiction outer space thriller shot entirely on their conception of a space-ship of the future. The result is fascinating, if hardly believable. Production, direction, and acting by a cast of unknowns are satisfactory. This should do as program filler for the lower half. There are many science fiction fans for whom this can be exploited.

Ad Lines: "Dare You Take The Incredible Trip Into The 25th Century?"; "The Hazard and Thrills Of Years-Long Travel Through Vastness Of Space To The Stars."

COLUMBIA

Fail Safe

DRAMA 111M.

Columbia

Estimate: Shattering topical drama deserves widest audience.

Cast: Henry Fonda, Dan O'Herlihy, Walter Matthau, Frank Overton, Edward Binns, Fritz Weaver, Larry Hagman, William Hansen, Russell Hardie, Russell Collins, Sorrell Booke, Nancy Berg, John Connell, Frank Simpson, Hildy Parks, Janet Ward, Dom DeLouise, Dana Elcar, Stuart Germain, Louise Larabee, Frieda Altman. Produced by Max E. Youngstein; directed by Sidney Lumet.

Story: A regular S.A.C. exercise turns into a nightmare when a mechanical failure results in one flight receiving orders to bomb Moscow. As it roars past its fail safe point, Henry Fonda, President of the United States, informs the Russian Premiere that it is an accident and not a sneak attack. U.S. military men cooperate with Russians in shooting down the U.S. planes, but one will certainly get through to its target area. Military men differ on how to handle the crisis. Political scientist Walter Matthau urges that the U.S. destroy the Soviet Union. Fonda determines to show the world that it was truly an accident. As Moscow is destroyed, he gives orders for a U.S. bomber to drop a nuclear bomb on New York.

X-Ray: This is an important, shattering motion picture. Its cumulative impact is enormous as it builds to a world-shaking climax. There will be considerable discussion over whether or not such a situation could actually happen, but this discussion must not be permitted to cloud the fact that the film has some very important points to make, both morally and politically. It contends that man has created machines of such awe-inspiring power that he may well have lost the ability to control them. This is a lesson that must be learned by a complex world balanced precariously between unlimited power and total annihilation. While the story is very close to that of "Dr. Strangelove," the deadly serious tone is quite different. Lumet's direction is outstanding, and in Fonda, he has the perfect President. Calm, soft-spoken, vital, and urgent, this fine actor holds the film together without ever leaving the cramped confines of his White House bomb shelter. Other performances are equally fine. Max Youngstein has a winner in his first solo production effort. Very few will leave the theatre unshaken after seeing this. Screen play is by Walter Bernstein from the novel by Eugene Burdick and Harvey Wheeler.

Tip on Bidding: Better rates.

Ad Lines: "Shattering Drama As The World Hovers On The Brink Of Nuclear Disaster"; "Could It Happen? Make Up Your Own Mind, But Don't Miss Fail Safe."

Lilith

DRAMA 114M.

Columbia

Estimate: Sensuous, brooding drama of mental turmoil.

Cast: Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter, Anne Meacham, Jessica Walter, Gene Hackman, James Patterson, Robert Reilly. Produced, directed, and screenplay by Robert Rossen.

Story: Warren Beatty, 22, returns from the Korean War. He is lonely, and his life seems bleak and pointless. In an effort to be of help to someone, he gets a job as an occupational therapist in a private mental institution for wealthy schizophrenics. There he is drawn to patient Jean Seberg (Lilith), and to the strangely beautiful mental world she inhabits. In her world, love is joy and it must be boundless and without limits. He becomes passionately in love with her and is jealous over her inability to reserve her love for him alone. She is out to enrapture every man, woman, and child in the world, and he can't take it. Obsessed, he is indirectly responsible for the suicide of patient Peter Fonda, also in love with Seberg. This suicide snaps Seberg's last link with reality. Beatty, too, realizes he is in desperate need of psychiatric care.

X-RAY: Here is another virtuoso performance for producer-director-writer Robert Rossen. He weaves a sensuous, brooding tale of dark and deep passions in the twilight world of a mental institution. Some of the effects are shattering in their impact, and many scenes have a rare cinematic beauty. It is not a particularly pleasant film, but it is likely to create considerable word-of-mouth among discriminating filmgoers and drama lovers who seek something different. It is definitely Miss Seberg's picture. Her portrayal of the strange and beautiful psychotic is a gem. She makes us believe in the never-never world the girl has created for herself, and that is no small accomplishment. Beatty, in another of his halting, highly underplayed performances, does not fare so well, but his presence can be sold to the younger adults. This is purely adult entertainment, sex-driven to the extreme. Rossen's direction and production, however, keep it from going overboard into the area of bad taste. It won't be everyone's dish, but there should be a large and appreciative audience for it.

TIP ON BIDDING: Better rates in some situations.

AD LINES: "Lilith Lived In A World Of Love . . . A World No Man Could Share"; "Dark Passions And Deep Desire . . . In The Mind Of Lilith, Eternal Temptress."

MGM

Murder Ahoy

COMEDY-MELODRAMA
93M.

MGM
(English-made)

ESTIMATES Agatha Christie and Margaret Rutherford 'ave a go at murder again.

CAST: Margaret Rutherford, Lionel Jeffries, Charles Tingwell, Stringer Davis, William Mervyn, Francis Mathews, Terence Edmund, Tony Quinn, Joan Benham, Gerald Cross, Roy Holder, Bernard Adams, Derek Nimmo, Norma Foster. Produced by Lawrence P. Bachmann, directed by George Pollock.

STORY: Margaret Rutherford has just been appointed a trustee of a youth reclamation trust which operates a moored naval vessel to help youngsters. She attends her first meeting, and a fellow trustee drops dead before he can give out some vital information. She finds that he has been poisoned, a theory which police disregard. She settles on board to conduct her own investigation, much to the annoyance of Captain Lionel Jeffries. She installs her assistant, Stringer Davis, in a seaside hotel to keep an eye out and to assist. Among the items she discovers is that some of the boys are being trained in housebreaking and stealing under the direction of a junior officer, who is killed. Another corpse is that of one of the matrons, who must have stumbled across incriminating evidence. More searching uncovers that swindling has been going on for years by William Mervyn, who has been embezzling funds. He was responsible for the killings. Before he can kill Rutherford, she holds him off until Davis and the police make the rescue in the nick of time. Everyone is happy with the outcome. Jeffries remains as captain and will wed a matron he has loved for years.

X-RAY: That going team of mystery writer Agatha Christie and actress-detective Margaret Rutherford get together again to uncover and solve a number of foul deeds aboard a sailing vessel. The plot is stretched a bit, but interest is held well enough throughout due to the effectiveness of plot, characterizations, direction, and production. Some exhibitors may even want to team two of the latest Christie thrillers being offered by MGM and really give mystery fans their fill. Otherwise, it can serve with the usual distinction on the program. The screenplay is by David Pursall and Jack Seddon.

AD LINES: "Agatha Christie Presents Another Mystery Thriller"; "Margaret Rutherford As Miss Marple Gives Police And Murderer A Run For Their Thrills."

Of Human Bondage

DRAMA
98M.

(6504)
MGM
(Made in England)

ESTIMATE: Remake of Maugham classic aided by names.

CAST: Kim Novak, Laurence Harvey, Robert Morley, Siobhan McKenna, Roger Livesey, Jack Hedley, Nanette Newman, Ronald Lacey, Anthony Booth, Anna Manahan, Jacqueline Taylor, Derry O'Donovan, Helen Robinson, Michael Doolan, John Sutton, Leo McCabe, Olive White, Blanaid Irvine, Eamonn Morrisey, Ann Manceer, Peter Moray, Martin Crosbie, Robert Lepler, Evelyn McNeice, Norman Smythe, Caroline Swift, Cecil Nash, Peter Nolan, May Cluskey, Terry Clinton, Danny O'Shea, Alex Dignam, Brendan Mathews. Produced by James Woolf; directed by Ken Hughes.

STORY: Laurence Harvey, crippled with a club foot, admits his lack of talent as a painter and studies medicine. He meets and is attracted to waitress Kim Novak, who is also a prostitute. She withholds from Harvey the favors she grants other men but he can't escape her influence. His studies suffer. He finally proposes to her, and after sleeping with him, she tells him she intends to wed another. He is at last free of her. He returns to his studies with new vigor, aided by Siobhan McKenna, who loves him in a healthy way. Novak returns, pregnant and admitting that her boy friend ran off without marrying her. Once again, Harvey falls under her spell. He cares for her until she has her baby. She deceives him at every turn, even with his best friend. He gets rid of her. but upon learning she has taken to streetwalking, he tries again to rescue her. At last she dies of syphilis. Realizing the corrosive nature of his experience with her, Harvey wonders if he can establish a meaningful relationship with young Nanette Newman.

X-RAY: This classic drama of the corrosive love between a crippled man and an emotionally crippled woman is brought to the screen here for the third time. The period is captured faithfully in scenes and surroundings that suggest well another era. Kim Novak, while not likely to make anyone forget Bette Davis in the same role, does better than many will expect. Harvey underplays his role too much, to the point of losing what little emotional life his character possesses. Supporting performances are excellent, with Robert Morley and Jack Hedley standouts. The story has endured for many years, and there should be an audience for this version, with the star names of considerable value. One can't help wishing, however, that it would strike a few more dramatic sparks than it does. Screenplay is by Brian Forbes, based on the novel by W. Somerset Maugham.

TIP ON BIDDING: Better rates, depending on situation.

AD LINES: "Some Women Can't Help Being What They Are"; "The Classic Drama Of A Corrosive Love."

Quo Vadis

(6502) HISTORICAL DRAMA
168M.

(Reissue)
(Color by Technicolor)
Filmed in Italy)

ESTIMATE: Topnotch epic reissue.

CAST: Robert Taylor, Deborah Kerr, Leo Genn, Peter Ustinov, Patricia Laffan, Finlay Currie, Abraham Sofaer, Marina Berti, Buddy Baer, Felix Aylmer, Nora Swinburne, Ralph Truman, Norman Wooland, Peter Miles, Geoffrey Dunn, Nicholas Hannen, D. A. Clarke-Smith, Rosalie Crutchley, John Ruddock, Arthur Waige, Elspeth March, Strisa Brown. Produced by Sam Zimbalist; directed by Mervyn LeRoy.

For complete review please refer to page 3190, Nov. 21, 1951.

20th-FOX

Fate Is The Hunter

20th-Fox
(0423)
(CinemaScope)

DRAMA
106M.

ESTIMATE: Interesting drama about planes and people.

CAST: Glenn Ford, Nancy Kwan, Rod Taylor, Suzanne Pleshette, Jane Russell, Wally Cox, Nehemiah Persoff, Max Showalter, Constance Towers, Howard St. John, Robert Wilke, Bert Freed, Dort Clark. Produced by Aaron Rosenberg; directed by Ralph Nelson.

STORY: An Airline plane piloted by Rod Taylor, on which Suzanne Pleshette is one of the stewardesses, crashes shortly after takeoff as Taylor tries for an emergency landing. The only living survivor is Pleshette. The various governmental agencies try to find out what caused the crash as do airline executives. Glenn Ford, who is in charge of operations, and Nehemiah Persoff, who is in charge of mechanical and technical operations. Both men are also vying for a vice-presidency. The wreckage is checked out and mechanical failure is ruled out. Ford refuses to believe that old friend Taylor could be responsible. He checks out his movements before a government hearing and finds that Taylor's behavior was according to regulations. Knowing that his job is up in the air, Ford decides to duplicate conditions using another plane. With the help of Pleshette, they pinpoint the fault on a cup of coffee served to Taylor during the flight. It spilled, ruining radio and other connections. With this cleared up, Ford seems certain to get the promotion as he holds a reunion with Taylor's friends.

X-RAY: Interest and some suspense are well maintained in this drama about planes, the people who fly them, and the ones behind them on the ground. A bit of flashback here and there is used to reconstruct the lives of some of the people, which pads out the running time. The cast performs well, and direction and production are competent. It should do okay as part of the show, with the "names" a big help. Incidentally, Jane Russell is featured briefly singing one song in a flashback war sequence. The screenplay is by Harold Medford based on the book by Ernest K. Gann.

TIP ON BIDDING: Better program rates.

AD LINES: "A Plane Crashes . . . Is It Fate Or Something Else"; "Why Was Everybody Afraid Of The Truth In This Drama Of Suspense?"

The Visit

(0426)
20th-Fox
(Filmed in Italy)
(CinemaScope)

DRAMA
100M.

ESTIMATE: Absorbing drama of human greed and vengeance.

Cast: Ingrid Bergman, Anthony Quinn, Irina Demick, Paolo Stoppa, Hans Christian Blech, Romolo Valli, Valentina Cortese, Claude Dauphin, Eduardo Ciannelli, Marco Guglielmi, Lelio Luttazzi, Dante Maggio, Renzo Palmer. Produced by Julien Derode, directed by Bernhard Wicki.

Story: Ingrid Bergman, one of the wealthiest women in the world, decides to return to her extremely poor home town after 20 years. The town is thrilled, and one of those pleased and curious about the visit is storekeeper Anthony Quinn, who was Bergman's sweetheart. The officials hope that he will be able to persuade her to put some money into developing the town. She arrives ahead of schedule; greets all warmly, especially Quinn; and that evening addresses the populace at a dinner in her honor. She makes an offer of two million, one to the town and one to be divided amongst the townfolk, for the life of Quinn, which is due her. It seems that 20 years ago, he made her pregnant and then refused to marry her or acknowledge that he was responsible, paying witnesses to lie about her. She was driven out of town, went to Trieste where she entered a house of prostitution, and then married a wealthy man. Now she wants justice. Everyone is shocked by her proposal, and the dinner closes with shouts of derision. Although her proposal is rejected, people are thinking about it. She has new merchandise brought in by bus and truck, and it is offered to the people on credit. Everyone buys items they never dreamed they would be able to afford. When the pressure becomes unbearable, Quinn tries to leave town but is prevented from doing so. Eventually, the town council decides to give in to Bergman and hold a trial. Quinn is found guilty and sentenced to death. She gives the money as promised but stays Quinn's execution, ordering that he be left alive to remain as the town's conscience. Then she leaves.

X-Ray: When a wealthy woman arrives in an impoverished town and offers to pay a huge sum for the life of a fellow townsman who did her wrong two decades earlier, the result is absorbing, intriguing, and sometimes repelling drama. The setting is starkly realistic, and the effort is aided by effective performances, strong direction, and fine production values, all of which are helped by a background that is apt and most fitting. The success of the stageplay on which the film is based will be a strong plus factor in the film's favor. Others, who have not seen the stage attraction but who appreciate taut and suspenseful drama should go for this release. It is not particularly recommended for the very young. The screenplay is by Ben Barzman based on the play by Friedrich Duerrenmatt. It has some biting things to say about the human condition.

Tip On Bidding: Higher bracket in many situations where this is acceptable.

Ad Lines: "She Had Everything A Rich Woman Could Want—Everything But Her Lover's Death"; "She Was Rich And Very Lovely—Why Did She Pervert The Morality Of A Town—To Kill The Man She Had Loved?"

UNITED ARTISTS

The Secret Invasion

Melodrama
95M.

(Corman)
(Panavision)
(DeLuxe Color)
(Made in Yugoslavia)

Estimate: Action packed war meller.

Cast: Stewart Granger, Raf Vallone, Mickey Rooney, Edd Brynes, Henry Silva, Mia Massini, William Campbell, Helmo Kindermann, Enzo Fiermonte, Peter Coe, Nan Morris, Helmut Schneider, Giulio Marchetti, Nicholas Rend, Craig March, Todd Williams, Charles Brent, Richard Johns, Kurt Bricker, Katrina Rozan. Produced by Gene Corman; directed by Roger Corman.

Story: British Intelligence has assembled in Cairo in 1943 a group of convicted international crime "specialists" who are to be pardoned after the execution of an incredible mission on behalf of the Allies. Major Stewart Granger looks with loathing and contempt on the men, who are assassin Henry Silva; supreme intellect of crime Raf Vallone; demolition expert and safecracker Mickey Rooney; forger Edd Byrnes; master of impersonation and art thief William Campbell. Granger keeps these dubious patriots in the dark as to details of their mission. They make an unsuccessful attempt at escape, but soon learn that they are to rendezvous with Yugoslav partisans at the fortress of Dubrovnik on the Dalmatian Coast. They are to break into Dubrovnik Prison and release Enzo Fiermonte, commander of the Italian Occupation Forces, and persuade him to aid the Allied cause in the Balkans. They are helped by the partisans, but are captured by the Germans and imprisoned. They make their escape, however, and outwit the German commander. Fiermonte proves to be an imposter, but the remaining "dubious patriots" manage to unite the Italian occupation forces with the Balkan partisans against the German troops. The rebellion is timed with the Allied invasion.

X-Ray: This big scale war meller is all action, with the principals and the partisans engaged against overwhelming odds of what appears at times to be the entire German Army. There is much detail involved in the generally little-known politics of Yugoslavia. Photographed in color and Panavision on location, the settings are at times quite beautiful. Performances are generally good, with those of Vallone, Mia Massini as a partisan guerilla girl, and Helmo Kindermann as the Nazi commandant outstanding. Mickey Rooney, it must be said, overacts at times as the Irish demolition expert. This has story and screenplay by R. Wright Campbell. Although this is all war, with little romance or other factors, it should prove pleasing to most. It is suspenseful, exciting, and generally thrilling.

Tip On Bidding: Fair program rates.

Ad Lines: "Dubious Patriots As A Unit Of British Intelligence In A Little Known Mission Of World War One"; "An Action Packed War Thriller."

Topkapi

United Artists
(Filmways)
(Filmed Abroad)
(Color)

Comedy Drama
120M.

Estimate: Fine fun film should zoom.

Cast: Melina Mercouri, Peter Ustinov, Maximilian Schell, Robert Morley, Akim Tamiroff, Gilles Segal, Jess Hahn, Titos Wandis, Ege Ernart. Produced and directed by Jules Dassin.

Story: Melina Mercouri is a thief with a mania for jewels. She has the strongest of desires to steal a gem-encrusted dagger in the Topkapi Palace museum in Instanbul. She enlists the aid of her lover, Maximilian Schell, a master thief, and he agrees only if he can use assistants who don't have police records to lessen the percentage of capture. These include Robert Morley, a screwball inventor. They find a sucker in Peter Ustinov to deliver an expensive automobile to Instanbul, which is loaded with all kinds of necessary equipment. At the border, the car is searched, and it's suspected that the weapons will be used against officials during a parade several days hence. Ustinov pleads ignorance, and they agree to let him continue on his mission if he works for the Turkish police, who will follow at all times. Because he brought the car in, the police insist that he must drive the car, which allows him to check on them at all times. At the villa where they stay are also muscular Gilles Segal, cook Akim Tamiroff, and strong man Jess Hahn. They case the museum while the police case them. When Tamiroff causes Hahn to have an accident to his hands, which were to play an important part in the jewel theft, they are forced to recruit Ustinov, who informs them that the police are on to their plotting although they suspect them of different criminal intent. Schell alters the dates and methods a bit but still decides to go through with it. After much suspense, they do pull off the robbery. Before they can leave the country, the police get wise, and all are arrested and jailed. Even there, Mercouri doesn't give up thinking about other jewels in other places. The others are not sharing her pleasures.

X-Ray: This adventure in fun and suspense is fine entertainment all the way from the bizarre costumes, plotting, and situations to the thrill-packed execution of the plot, good characterizations, and top calibre direction and production. A sneak preview audience laughed, gasped, and stopped breathing as the plot took a particularly suspenseful turn, and seemed to have a thoroughly enjoyable time. Indications are that most audiences will have a ball with the on-screen nonsense, which should translate itself into "topkapital" at the boxoffice. The screenplay is by Monja Danischewsky based upon the book, "The Light of Day," by Eric Ambler.

Tips On Bidding: Higher bracket.

Ad Lines: "Topkapi Introduces You To The Theft of The Century"; "If You Miss The Secret of Topkapi—You'll Miss The Secret Of A Lifetime And The Fun That Goes With It."

Woman Of Straw

Drama
117M.

United Artists
(English-made)
(Eastman Color)

Estimate: First rate mystery.

Cast: Gina Lollobrigida, Sean Connery, Ralph Richardson, Alexander Knox, Johnny Sekka, Laurence Hardy, Danny Daniels, A. J. Brown, Peter Madden, Joseph Wise, Ronald Hatton. Produced by Michael Relph; directed by Basil Dearden.

Story: When Ralph Richardson, a pathologically superior business tycoon, is bitten by his dogs, a scheming nephew, Sean Connery, locates a beautiful nurse, Gina Lollobrigida, to look after him. The old invalid is confined to a wheelchair, but this does not diminish his tastes for fine music and well moulded females. Connery, filled with hatred for his uncle because Richardson had driven his father to suicide and married his mother, and fearing loss of his inheritance, arranges a "deal" with Lollobrigida whereby he will maneuver both into matrimony. She accepts for a cut of the fortune at stake, and moves into the family palace as Richardson's permanent nurse. As much as she desires his money, she finds him too repulsive in his sadism and egomania to endure and leaves. Connery is ordered to get her back. The household departs with Lollobrigida for a Mediterranean cruise aboard Richardson's yacht. She deserts him again in Spain and refuses to return to the yacht unless the old man comes for her personally. He swallows his pride and is put aboard a truck and driven to her hotel. He proposes, and they are married aboard the yacht. In residence at Richardson's summer villa, she and Connery arouse the suspicions of the yacht captain when he comes across them in compromising

(Continued on page 5216)

ALPHABETICAL GUIDE TO 26 Feature Reviews

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W

Woman Of Straw—117m.—UA 5215

WOMAN OF STRAW

(*Continued from page* 5215)

circumstances. Richardson, however, is thoroughly pleased by his new wife and alters his will in her favor, according to plan. Connery, on the voyage back to England, tells Lollobrigida that the will must be registered in England before it is valid, and she believes him. Richardson is found dead in his cabin just as they are about to put into an English port. Connery talks her into smuggling his uncle's corpse back into the country under the pretense that he will register the will and have a phony death certificate made up by a doctor stating that he died in England. Richardson's lifeless body is wheeled ashore and brought home. A suspicious butler calls the police, and the murder is uncovered. Since his wife has been the only one with him, she is suspected and brought to trial for the old man's poisoning. In the end, a servant boy admits new evidence pointing to Connery as the true murderer. In fleeing from police, he trips on his uncle's wheelchair and plunges down a flight of steps, bringing the ironic curtain down.

X-RAYS Aside from quality production, good color, and a rich sound track embellished by music of the great composers, cinema fans will delight in the performance of Richardson as the crotchety old millionaire who cannot be outwitted, even in death, by his equally ambitious nephew. Scenarists Robert Muller and Stanley Mann evidently stayed awake in Shakespeare class, for Connery is (aside from murdering his uncle) a scalawag in the true tradition of Iago. Miss Lollobrigida's dramatic interpretation of the sexy nurse is pleasingly basic, and good supporting work is turned in by many of the cast. The plot is a bit old hat, but all in all, a fine bit of entertainment.

TIP ON BIDDING: Fair program rates.

AD LINES: "A Willing Woman—A Rich Eccentric—A Scheming Heir—A Murder!"; "She Would Do Anything But Kill."

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SEPTEMBER 23, 1964 SECTION THREE
Vol. 72 No. 10

EXPLOITATION

***ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.*

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

Boston Promotional Ad Sells Joy Of Moviegoing

BOSTON—The Boston Record American ran a two column promotional advertisement in behalf of the motion picture exhibitors of Boston with a clever photo of a poodle in a circle with a boxed message: "Go out to the movies and have some people fun, I said."

Bearing out the theme of a talking dog, the newspaper's promotional ad continued: "It takes patience to train new owners. You can understand how backward mine were when I discovered they'd been moping around so long they actually had stuffy apartment-itis.

". . . Dull, Bored, Trapped.

"As humans go, Ethel and Delbert really aren't stupid. They just needed to get out and acquire some fresh perspective; to see a movie at a theatre, munch popcorn, guzzle a soda, and hold hands during the love scenes; maybe have dinner at one of Boston's many romantic and unique restaurants . . . joie de vivre (that translates 'forget your age and start getting some fun out of life').

"So here I sit like Hamlet, the Great Dane; no, like a Toy French Poodle, all alone (sob) and enjoying every minute of it.

"They'll be different people when they come back; refreshed, eager, alert.

"Maybe it's time YOU took in a theatre movie, too. There's a raft of good new ones listed regularly in the movie timetable in the Boston Record American and Sunday Advertiser."

The advertisement was the brainchild of Mark Finley, promotion manager of the newspaper, and the portrait of the poodle, "Pierre," was by owner Maurice Druker.

The advertisement ran on page 20 of the Record American on Wednesday, Sept. 19, and caused quite a stir among exhibitors who have long been pressing for more space in Boston newspapers.

"Cheatin' Heart" Premieres Set

Preliminary plans for three premieres of MGM's "Your Cheatin' Heart" for the benefit of the Country Music Association's Hall of Fame Fund, were set at a meeting in Nashville of the CMA Steering Committee headed by President Tex Ritter.

Cities and dates under discussion for the Sam Katzman motion picture, based on the life of country singer Hank Williams are Montgomery, Nov. 2; Nashville, Nov. 4; and Atlanta, Nov. 5.

The Hall of Fame, to which Hank Williams already has been elected, will be part of a new CMA headquarters building in Nashville, for which the fund drive is now on.

Col. Exchanges To Handle Radio-TV Trailers, Spots

NEW YORK—Columbia Pictures announced a change in the method of servicing radio transcriptions, television trailers, open-end interviews and television featurettes.

All of these items on future product will be available from local Columbia exchanges.

School Minded Theatres

Al Goddard, city manager for Walter Reade-Sterling Theatres in Kingston, N. Y., is already school conscious. He has rented the Community Theatre in the upstate New York city to a local merchant for a "Back to School" matinee in September.

In Red Bank, N. J., manager Jon Doyle gave his series of Summer Kiddie Matinee shows a big boost when he sold $1,000 worth of tickets to the Family Circle grocery stores in his area. The stores are giving away the tickets to the weekly shows as a premium with purchases.

The Detroit News

A reprint of the April 17, 1912, Detroit News was distributed recently to herald MGM's "The Unsinkable Molly Brown" at the Adams.

Stars Spark Sponsored Premiere Of U's "Lively Set" In Detroit

DETROIT—Universal's "The Lively Set," had its gala invitational benefit showing at the Adams with Universal joining forces with the Chrysler Corporation, Junior Achievement and a flock of lesser-known but equally important organizations as the sponsors.

The gala invitational showing was preceded by a week of special events involving stars James Darren, Doug McClure, Joanie Sommers, Marilyn Maxwell, Peter Mann and Carole Wells, followed by the world premiere as a multiple theatre opening in 39 of the leading drive-ins and neighborhood theatres in Detroit and in other key Michigan towns. The revolutionary new Chrysler Corporation turbine car is featured in "The Lively Set" and has been used as part of the advance promotional activities.

The gala invitational showing was a full-scale, Hollywood style event-complete with a half-dozen of the film's stars plus hundreds of local celebrities, top-level society figures and beauty queens.

A bank of six giant searchlights and a large parade of bands, sports cars and antique autos which wound through the downtown area drew special attention to the event.

The stars alighted at the theatre onto the traditional premiere red carpet. In the lobby they were interviewed by the area's major radio and television stations. They also participated in on-stage ceremonies.

Junior Achievement of Southeastern Michigan Inc. benefitted from the special premiere. Seats, tabbed at $5.00 and $7.50, were sold out two weeks in advance—thanks in part to the unusual sponsorship. For the first time in history, three of Detroit's top social clubs—The Detroit Athletic Club, the Detroit Club and the Standard Club—joined in sponsorship of the benefit. Their membership is made up of the city's top businessmen, financiers and automotive tycoons—explaining why the S. R. O. sign went up so early.

The queens participating in premiere night activities were Miss Michigan State Fair 1964 and her Court, several dozen Junior Achievement queens plus local queens chosen to represent the world premiere theatres in the Detroit area. All in all, more than 80 begowned girls added their beauty to the glittering premiere.

The premiere itself capped a series of promotional activities and tie-ins worked out by a Universal task force in cooperation with the members of the metropolitan exhibitors of Detroit.

(*Continued on page* EX-616)

Rutherford Usher Wins Bet On His Beatle Impersonation

Rutherford, N. J.—Is there a fifth Beatle? Well, if you listen to Rutherford area residents you'll be inclined to agree. Not a genuine English import, maybe, but a pretty close simile.

Actually, he's Alan Niemotka, an usher at the Rivoli Theatre in Rutherford, who during the past few months has developed a hairdo similar to the Beatles.

It all came about when Alan bet his boss, the Rivoli manager, Ronald Alan Darby, that he could double for one of the Beatles by the time their new film, United Artists' "Hard Day's Night," arrived at the Rutherford theatre. It sounded like a good stunt, publicitywise too, says Darby, so he made the wager, naturally hoping he'd lose.

Lose he has. Not only has Alan made himself look like one of the hair-mop invaders, but he's suffered some of the mob-crushing they've endured too. Alan has been troubled, he says, with the same type of notoriety and on a recent vacation to the Jersey shore was embarrassingly chased.

"The girls were everywhere I went," he sheepishly admitted, "and I thought I was a goner a couple of times." They (the girls) just wouldn't be convinced he wasn't one of the Beatles trying to vacation incognito.

Incidentally, Alan says he's going to have his hair cut back to normal proportions before he returns to school as he can't fit his football helmet on top of his Beatle cut.

The Rivoli Theatre is owned by Maurice Miller and William Deich, of Passic, New Jersey, who also own and operates the Central Theatre there.

"Polly's Girls" On Tour

Ralph Taeger, star of Joseph E. Levine's "A House Is Not a Home," leads a Showmanship Unit of "Polly's Girls," appearing in the film version of Polly Adler's memoirs, from Hollywood on a national personal-appearance tour.

Polly's troupe, including Lisa Seagram, Sandra Grant, Francine Pyne, Gee Gee Galligan, Astrid Schultz and Patricia Thomas, along with Taeger, will make a series of theatre appearances and participate in press, radio and TV interviews all keyed to local openings of the Embassy Pictures release.

Among the cities the Showmanship Unit will visit on behalf of "A House Is Not a Home," are Atlanta, St. Louis, Milwaukee, Detroit, Cleveland, Pittsburgh, Philadelphia, Cincinnati and New York.

British Activities

by Jock MacGregor

It was the second feature, "The Silent Playground" which provided H. T. Bolton, of the ABC, Woowlich, South East London, with the reason for a special guest night. It had been shot mainly in the district and prominent on the screen were the open air market and its wellknown traders, the shopping centre and other landmarks. The town clerk attended along with the traders and Rex, an Alsatian who appears in the film, and an excellent press and word of mouth publicity resulted which Bolton claims "undoubtedly added to our week's business." For "The Bargee" he arranged a photographic contest based on "Holidays on Britain's Waterways" with a sitting by a well known local photographer as top prize and received 87 entries.

Fred Tyler, of ABC's Empire, Coventry, has been working overtime publicising recent programs. For a two week booking of "Zulu", he achieved some useful press breaks through offbeat stories. The Coventry Telegraph carried a photo of a Zulu bangle bearing the legend "Found in possession of a Zulu Chief killed at Rorke's Drift, January 22, 1879" and used by a reader as a paperweight; a second feature concerned the granddaughter of one of the heroes of the battle and a third covered the visit of the Regimental Old Comrades Association's chairman. In each case reference was made to the film and the theatre. Three large still photos were also published in different papers. A strange local ghost story involving the Zulu War resulted in an excellent coverage. In view of the large number of people on shift work in the area Tyler initiated a 10 a.m. Monday morning screening. For ABC's own production of "The Bargee," he initially based a campaign on the formidable and comprehensive material provided by headoffice and then found a reporter was doing a feature on the Barge Folk of Coventry which provided a natural tiein. This resulted in a double page feature. A baker then made a Barge cake. This was cut during a five hour journey on the canals for children recuperating from various illnesses. Three press breaks resulted. During the run of "Carry On Jack" he tied up with the Midland Counties Dairy who provided a plastic bag of milk bottle tops. This was displayed in the circle foyer and patrons were invited to guess the number for a prize of eggs, butter and cream which were presented on the stage by the dairy chief. The dairy carried 100 distributor's posters on its delivery vehicles. Two stories resulted in the press.

Over 6000 entries were claimed by L. Putsnam, Gaumnot Cinerama, Birmingham, for the most successful ever "spot the difference" competition based on the "Mad, Mad, Mad, Mad, World' advertising motif in the large circulation Evening Mail. The Sunday Mercury ran a "My Mad Moment" letter competition over several weeks for a $56 prize and another paper offered $14 for a crazy caption for a scene still. With this a pre release roadshow everything was done to attract coach owners over a wide area to organize trips to the theatre and in this direction he received considerable help from other Rank theatre managers. The trailer was screened in no less than 26 theatres at which booking leaflets were handed to patrons. The Midland Red Bus Company gave considerable support and placed double sided window stickers reading "Let the Friendly Midland Red Take you in Comfort" and plugging the picture and booking in 600 buses.

Albert E. Hallam of the ABC, Old Kent Road, South East London, distributed cards to the girls reading: "Girls! When you see "Nightmare" at the ABC, Old Kent Road, at an evening performance, please bring a boy friend. We don't want you to walk home alone! But make sure that your date can take it! You may be stronger than him!!!". He entered into the spirit of "The Nutty Professor" with a crazy window display of paperbacks at the Book Mart & Exchange and the slogan "You Must See the Film . . . because you can't read the book!"

L. Grou, of the ABC, Fulham Road, Chelsea, has arranged with newsagents to deliver with the morning papers information sheets describing the pre-release booking policy of the theatre. In the foyer he has been displaying an explanation of the continuous performance against the reserved seat policy which could be favored by many of his better class patrons.

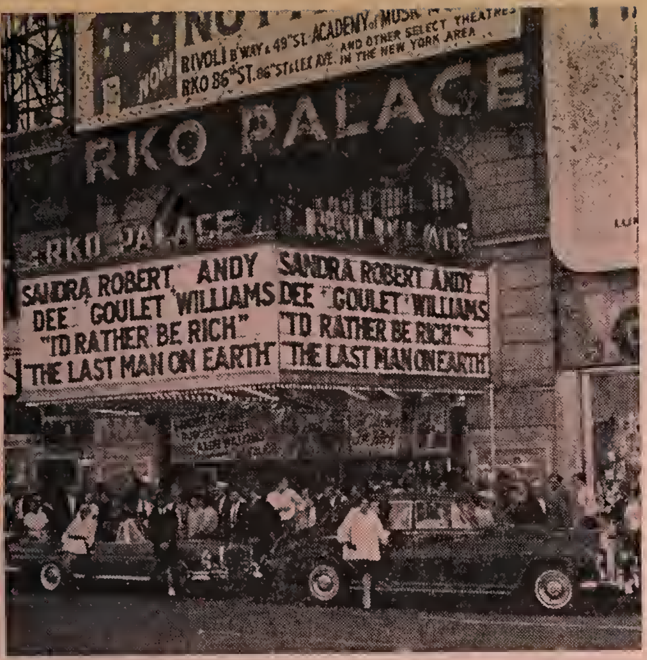
Four Beatles were not enough so Alan Niemotka, usher at the Rivoli, Rutherford, N. J., posed as another one in a promotional stunt for United Artists' "A Hard Day's Night."

Big Pocket Books Promotion

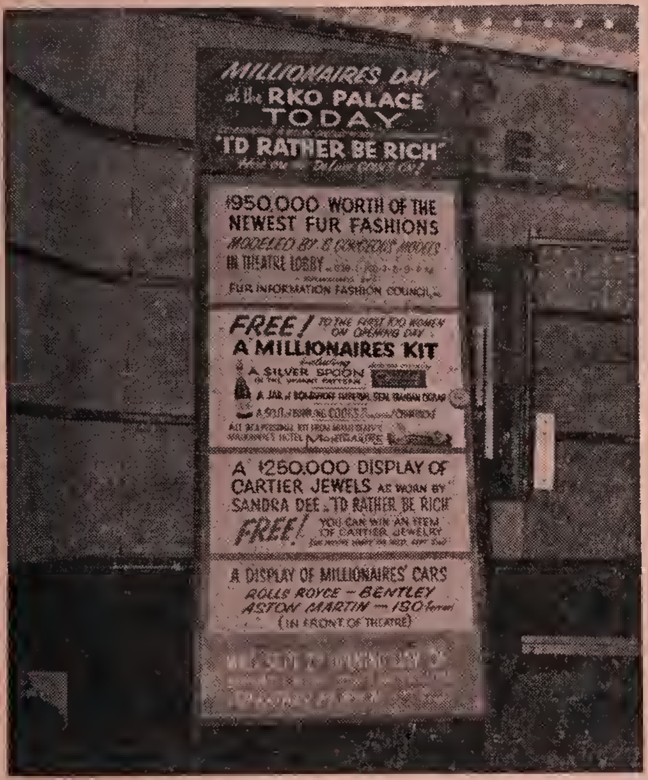
Following the highly-successful pattern set with "The Carpetbaggers," Paramount Pictures will have a major book promotion with Pocket Books, Inc. on Joseph E. Levine's "Where Love Has Gone," which is based on another Harold Robbins best-seller.

The new Pocket Books edition of "Where Love Has Gone" will have a provocative movie tie-in cover, with full credits to the Paramount release. Rack cards, decals and special display streamers will be utilized in the promotional campaign for the book, which has already sold several million copies in an earlier Pocket Books edition.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.


RKO PALACE
SANDRA DEE ROBERT GOULET ANDY WILLIAMS
"I'D RATHER BE RICH"
"THE LAST MAN ON EARTH"

Millionaire's cars including Rolls Royce, Bentley, Aston-Martin and Iso-Ferrari, with chauffeurs and models, on display in front of the RKO Palace during "Millionaire's Day" opening of U's "I'd Rather Be Rich."


MILLIONAIRES DAY
at the RKO PALACE
TODAY
"I'D RATHER BE RICH"
$950,000 WORTH OF THE NEWEST FUR FASHIONS
IN THEATRE LOBBY
FUR INFORMATION FASHION COUNCIL
FREE! TO THE FIRST 100 WOMEN ON OPENING DAY
A MILLIONAIRES KIT
A SILVER SPOON
A $250,000 DISPLAY OF CARTIER JEWELS AS WORN BY SANDRA DEE "I'D RATHER BE RICH"
FREE! YOU CAN WIN AN ITEM OF CARTIER JEWELRY
A DISPLAY OF MILLIONAIRES' CARS
ROLLS ROYCE — BENTLEY
ASTON MARTIN — ISO Ferrari
(IN FRONT OF THEATRE)

The special lobby board on display at the RKO Palace, New York City, heralding "Millionaire's Day" in connection with the premiere and perimeter openings of U's "I'd Rather Be Rich."

"Millionaire's Day" At The RKO Palace

RECENT pre-release openings of Universal's "I'd Rather Be Rich" at the RKO Palace and 17 other theatres in the Metropolitan New York area as part of a "Perimeter" engagement, were heralded by a "Millionaire's Day" at the RKO Palace.

Highlights of the day-long series of activities staged under the marquee and in the lobby of the Palace were a fashion show conducted in conjunction with the Fur Information and Fashion Council which featured models wearing a million dollar collection of furs at six different times during the day. Also the distribution of a "millionaire's" kit to the first 100 ladies which included such items as a split of Cook's Imperial Champagne; a jar of Romanoff's Iranian caviar; and an Oneida silver spoon, all packaged in a special travel bag.

Five of the world's most expensive types of cars, driven by appropriately attired chauffeurs, were in evidence in front of the theatre including a Rolls Royce, Bentley, Ferrari, Iso and Aston-Martin.

On display in the lobby under armed guard was the million dollar Cartier jewel collection worn by Sandra Dee in the picture. In connection with the display, each patron was afforded an opportunity to guess the value of the collection and the patron coming closest was awarded a Cartier jewel piece valued at $200. Similar contests were developed at some of the other theatres. Day-long promotional activities were also used by the other participating theatres with specially-printed $10,000 bill facsimilies being used as throw-aways and special theatre displays being used.

I'd Rather Be Rich
Evenings 8:15 P.M.

On the left is RKO Theatres division manager Mike Edelstein and RKO Palace manager Rosemary Sunday with the quarter of a million dollar Cartier jewelry display in the lobby of jewels worn by Sandra Dee in U's "I'd Rather Be Rich" with armed guards watching the display; and, right, the fashion show involving $950,000 worth of the newest fur fashions which was repeated several times during the day in the Palace lobby.

Teen-Age Detroit "Monster Club" Has Future Movie-Going Potential

By ARTHUR HERZOG
MPE Detroit Bureau

About a year ago we called national attention of the motion picture profession to the phenomenom of a natural, effective and inexpensive breeding ground for present and future movie-goers, which came into being in Detroit.

This was the founding of the Northwestern Monster Club, a group of young people from about 16 to 20 who banded together to perpetuate old movie monstrosities. Interest, however, has spread to all types of movies, old and modern.

Talking to the Monsters is a revelation. Their knowledge of movies of whatever vintage, stars, directors—you name it—is amazing.

They collect press books (the older they are the more shrieks of delight), back issues of trade papers. They issue a publication called "The Motion Pictures." This erratic (depending on school season) and somewhat crude periodical recently interviewed and photographed Kathryn Crosby in her Park Shelton hotel suite while she was appearing locally in "Sabrina Fair."

Among the various activities they now collect old trailers. Occasionaly, while the house is dark, a kindly manager lets them give 16 and 32mm old trailer shows.

During the past year the handful has grown to 80 Monsters. Monster president Noel Cooper has recruited one member who is 24, as well as younger moppets.

Nor is this a local matter any longer. By industrious corespondence they have established chapters in 10 cities including New York and Los Angeles. This loose federation of clubs which exchange information, is known as Monsters, Inc.

Other principal Monsters than president Cooper, are vice-president Jerry Younkins, treasurer Larry Larsen and treasurer Bill Ralph. There are in addition too many other sub-officers to mention.

It is so easy and desirable for exhibitors to encourage existing Monsters and to plant the idea where there are none. Save unwanted press books, give them discarded back issues of trade papers, in fact anything which pertains in any way to movies instead of throwing away. (In exchange centers, exchanges and National Screen Service please copy.)

These kids are inveterate movie-goers and at an ideal age to inculcate the attendance habit.

While the movement is insignificant as yet, if one figures conservatively that each Monster goes to the movies with a friend only once a week, the infant Monster organizations already account for over 40,000 admissions annually.

Any live exhibitor can whip up a dozen instant schemes to create and encourage monsterism. Shows in their honor, discounts to groups, badges, contests, charters, or membership cards, to list a few of the most obvious.

Nor does it take too much ingenuity or money for distributors to create founding material for all over the country. It could be part of the exploitation plans in press books' for many types of attractions.

And, who says female Monsters can't be brought into being?

This whole thing came into existence without any one in the profession lifting a finger. It's obviously a natural, ready-made winner.

5226
SINCLAIR PAINTS
PATSY
JERRY LEWIS THE PATSY

HELPING TO PROMOTE Paramount's "The Patsy," starring Jerry Lewis, are bus posters saturating the Los Angeles market and seen by more than 882,000 people each week says ad director Gerry Sherman of Sinclair Paints and Al Jones, sales manager of Metro Transit Advertising.

STARS SPARK

(Continued from page EX-613)

First of the tie-ins were special "The Lively Set" stock car and drag races at three Detroit-area speedways. Peter Mann and Carole Wells flew in from Hollywood to present special "The Lively Set" tropies to the top race winners at the Michigan State Fairgrounds track, one of the participating speedways.

All six of the stars participated in special lunches and social activities during their stay—including a showcase celebrity luncheon at the Detroit Press Club.

They also participated in what is believed to be the most extensive publicity saturation schedule ever slated on Detroit radio and television. Each of the six was booked for a full slate of interviews and appearances each day here.

The stars visited a free "The Lively Set" hootenanny at the Broadhead Naval Armory, near downtown Detroit. Nineteen disc jockeys appeared at the teen-age frolic, all of whom had been promoting it on their shows.

There was another free outdoor hootenanny in front of Cobo Hall, the city's giant riverfront convention arena, followed by a massive World Premiere night parade.

Other tie-ins included the distribution of 1,000 "The Lively Set" bookcovers at the world premiere theatres at Saturday matinees, plus giveaway contests for six model Turbine Cars at each theatre.

Special premiere trailers ran at each theatre for at least two weeks.

With the film's music by Bobby Darin and with Miss Sommers in a featured role, there have been music tie-ins made with scores of record and music shops, plus the city's leading department store, the J. L. Hudson Co.

Fifty thousand autographed photos were distributed by the visting celebrities during their premiere activities.

THE EXHIBITOR'S EXPLOITATION EFFORTS

BERNARD HAINES, Sevil, Sellersville, Pa., as exploitation for Universal's "Bedtime Story" had a tie-up with The Dougherty Bedding Company, Philadelphia. He promoted a set of a matress and a box-spring from them as they were in the midst of promoting their king-size bedding. A set of this bedding was awarded to a "King and Queen"—patrons who registered at the theatre—married couples only—one week in advance of playdate. A number was drawn to ascertain the winner. While the lobby was too small to display a set of the bedding, a king-sized figure which Dougherty was using in their advertising was used alongside a 40 x 60 on the picture. This created quite a lot of comment and many personal remarks and helped the gross of the film.

CLIFF BOYD, Academy of Music, Northampton, Mass., who says it is his aim "To stay alive in '65," recently promoted a full page co-op ad to herald the reopening of the theatre with "new luxurious customized seating and other fine appointments to make the Academy of Music the most beautiful and comfortable in Western Massachusetts." Featured in the copy were some "Academy extras" patrons enjoy such as call cards—if you are expecting a call ask the cashier for a call card. We will then be able to locate you at a moment's notice; mailing list—place your name on our mailing list and receive free notices of all coming attractions; seating—the courteous Academy "host" will show you to your seat and help you in any way possible; taxi service—If you need a taxi ask the cashier or doorman; lost and found department—For convenience in locating lost articles; screening times—of each attraction are always conveniently posted in front of the box-office; suggestion box—in the interest of maintaining the high standard of Academy service, we would appreciate your comments and suggestions; student messages—Students and others may leave messages they desire to be picked up during boxoffice hours; bus schedule—a timetable is conveniently located in the lobby at right of box-office; relaxing music—pre-show music if you arrive at the theatre early."

Big Parade of Comedy
Starts Thurs. Sept. 3

Famed comic Harry Hershfield recently presented producer Robert Youngson with a citation from The Humor Societies of America for MGM's "Big Parade Of Comedy" as model Norma Berk looked on.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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BINGO CARDS DIE CUT! 1. 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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NEGATIVE CARBON SAVERS for rotating hi-intensity lamps. Send $3.50 with size. KIRKS CO., 2111 Northland Rd., Baltimore, Md. 21207.

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4" x 14" EMBOSSED CARDBOARD DATE SNIPES. All standard combinations available. Letters printed in red, black or blue, on dull gold or silver card—25¢ each. On glossy gold or silver card—30¢ each. Special signs made to order. Minimum order—$2.00. Send check or money order, (add 10% for postage). Local orders add 4% N.Y.C. sales tax. CONSOLIDATED POSTER SERVICE, 341 W. 44th St., New York, N. Y. 10036.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

DRIVE IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C & M RECONE COMPANY, 18 E. Trenton Avenue, Morrisville, Pennsylvania.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRES WANTED

INTERESTED PURCHASING small theatres located West Virginia or Kentucky. Opened or closed. Also drive-in theatres operating full or part time. Give location and other facts, size, etc. BOX 275, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

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EXPERIENCED THEATRE MANAGER AVAILABLE. 20 years experience in all phases theatre operation including concession. Presently employed. Can furnish best of references. California preferred. **BOX A916, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

THEATRE MANAGER desires position. References furnished. Honest, dependable, non-drinker, will relocate. Last employed at Wicomico Theatre, Salisbury, Md. Available now. **AL ALPERT, Rt. 1, Camden Ave., Salisbury, Md. Phone 742-8365.** (916)

MANAGER WANTED for large, independent New Jersey theatre. Must be wide-awake showman, experienced in public relations. Adequate salary and percentage arrangements. Send full information first reply. Everything will be kept confidential. **BOX A92, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

POSITION WANTED as projectionist. 10 years experience. Sober, reliable. Presently employed small theatre. Desire change to larger theatre or circuit. Go anywhere in upper Midwest. **BOX A923, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19111.**

ATTENTION SHOWMEN! Rapidly expanding east coast circuit offers opportunities for drive-in and indoor managers. Openings available for new theatres and present key locations in Pennsylvania and New Jersey. Full liberal benefits! Reply in strict confidence. **P. O. BOX 255, Spring House, Penna.** (916)

WANTED NOW! Indoor manager to take complete charge all phases, without supervision from owner. Victoria Theatre, Chicopee. Profile to **EASTERN EQUIP. & SUPPLY, 325 Center St., Chicopee, Mass.** (916)

HURRICANE CLEO SALE. Experienced Florida showman's services marked down. Not damaged. Perfect condition. Plenty ticket-selling ideas. Over 15 years indoor-outdoor experience manager-supervisor. Prefer Florida. **BOX B916, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

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LOOKING for these former National Screen men: Artie Edman, Albany-New Haven; Fred Stolloff, Boston; Milt Lindner, Dallas; Harp Levin, Philadelphia; Ben Lass, St. Louis; Stan Malinowski, Detroit; Nat Barach, Cleveland; Sam Geffen, Buffalo; Abe Madison, Indianapolis. Contact **JOE KAYE, Box 4202, Normandy Isle Station, Miami Beach, Fla.** (916)

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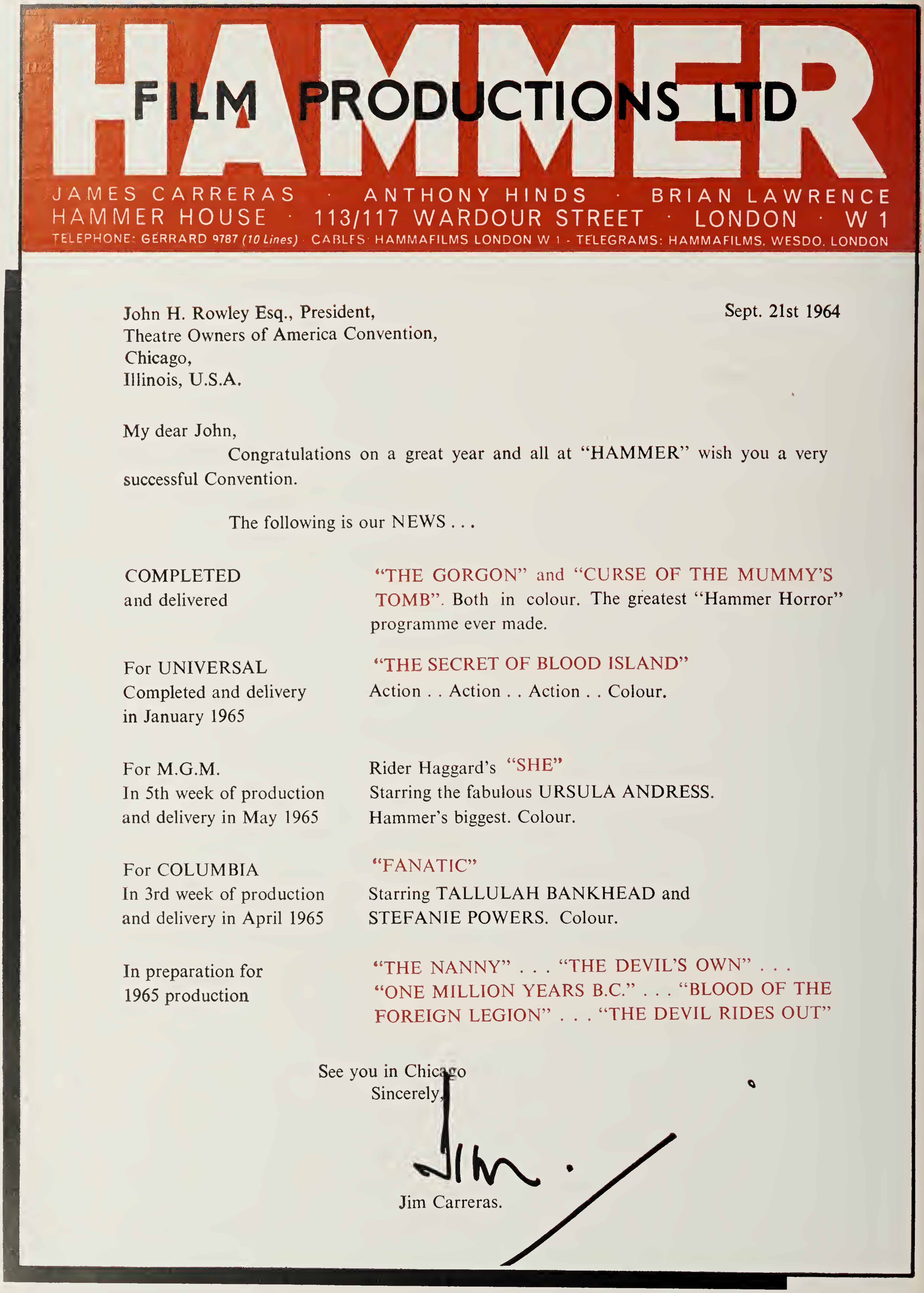

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Sept. 21st 1964

John H. Rowley Esq., President,
Theatre Owners of America Convention,
Chicago,
Illinois, U.S.A.

My dear John,

Congratulations on a great year and all at "HAMMER" wish you a very successful Convention.

The following is our NEWS . . .

COMPLETED and delivered	"THE GORGON" and "CURSE OF THE MUMMY'S TOMB". Both in colour. The greatest "Hammer Horror" programme ever made.
For UNIVERSAL Completed and delivery in January 1965	"THE SECRET OF BLOOD ISLAND" Action . . Action . . Action . . Colour.
For M.G.M. In 5th week of production and delivery in May 1965	Rider Haggard's "SHE" Starring the fabulous URSULA ANDRESS. Hammer's biggest. Colour.
For COLUMBIA In 3rd week of production and delivery in April 1965	"FANATIC" Starring TALLULAH BANKHEAD and STEFANIE POWERS. Colour.
In preparation for 1965 production	"THE NANNY" . . . "THE DEVIL'S OWN" . . . "ONE MILLION YEARS B.C." . . . "BLOOD OF THE FOREIGN LEGION" . . . "THE DEVIL RIDES OUT"

See you in Chicago
Sincerely,

Jim.

Jim Carreras.

MOTION PICTURE

EXHIBITOR

SEPTEMBER 30, 1964 Volume 72 No. 11

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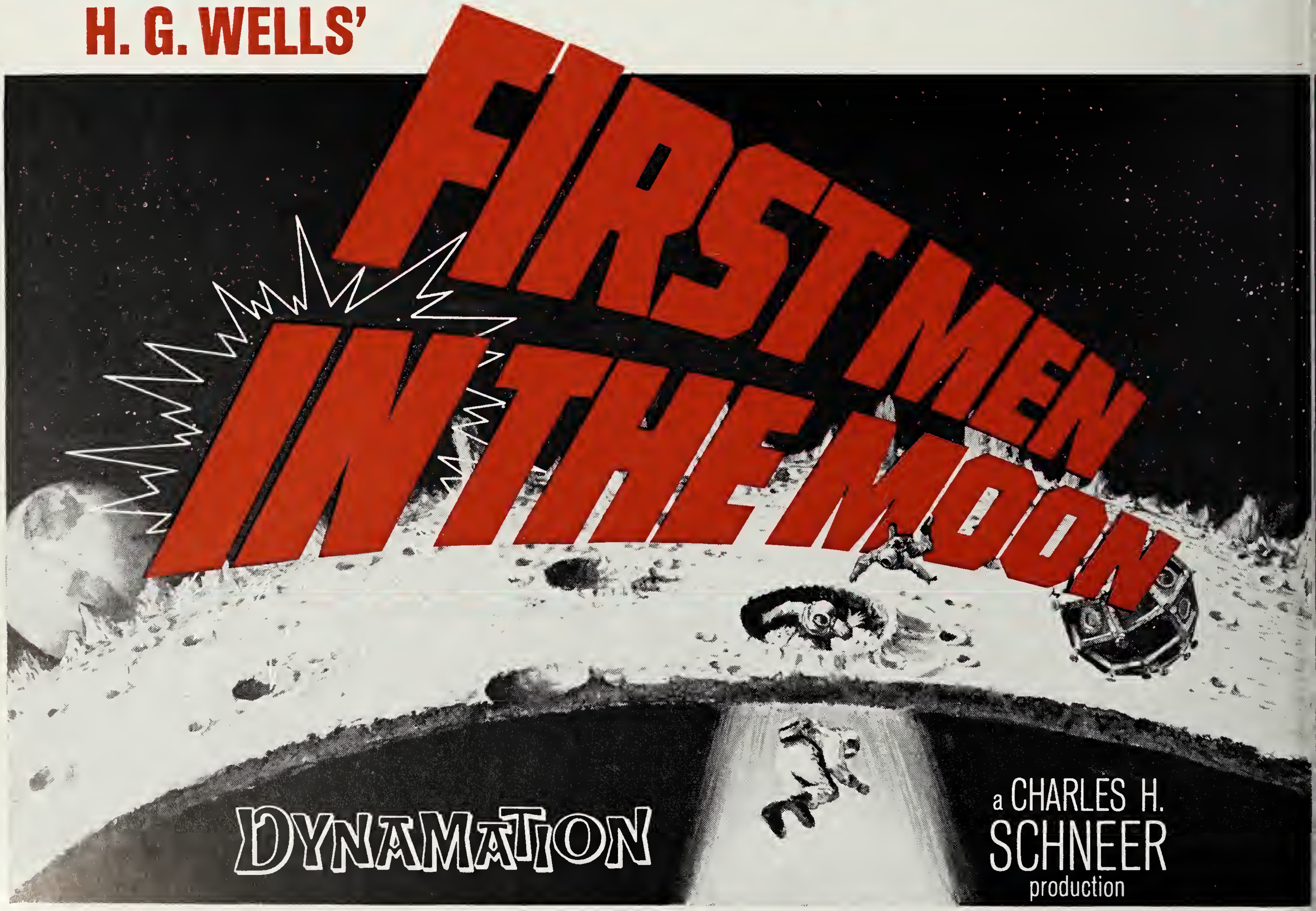
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DYNAMATION
a CHARLES H. SCHNEER production

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Volume 72 • No. 11 SEPTEMBER 30, 1964 OUR 46th YEAR

FIDDLING WHILE ROME BURNS

The consent decree, designed to protect the independent exhibitor from chicanery and unfair treatment, ushered in competitive bidding for films, which in effect provides that motion pictures will go to the highest bidder having a theatre of size, location and furnishings which the distributor thinks will yield the best returns.

The decree did not authorize auction bidding. It was not designed to permit distributors to go from theatre to theatre pushing the price up by using one bid to induce a customer to keep going up. It was also understood that the distributor would determine the highest bidder and announce the awarding of the picture within 30 days.

If the rules were followed fairly and applied equally to all, the industry would learn to live with competitive bidding, although it still would not be the best way to buy and sell film. However, as competitive bidding is being conducted now, the distributor often feels he has not obtained the final possible dollar from his customer, rejects all bids, and goes for "negotiation."

It is a matter of record that some pictures have made the bidding and negotiation rounds among competing theatremen as many as three times. The question arises as to whether or not the entire process is legal. Litigation is in the offing to decide this and similar questions, and there is little doubt, that sooner or later, the Supreme Court will be asked to decide the issues.

There is also general agreement on all fronts that blind bidding is unjust. This leads one to hope that the practice will eventually be eliminated, although the mills of justice grind slowly. In this area too, a rash of lawsuits is possible.

In fact, the only thing that can keep this industry out of the courts is an honest effort to achieve real understanding between buyer and seller. The industry desperately needs a code of business ethics fair to both sides.

The shadow of mutual suspicion must be cleared from the bidding procedure. Bids should be opened within seven days after they are accepted. There can be no legitimate reason to hide the facts. Bidding in all other industries is open to inspection. Every bidder wonders why the motion picture industry is alone in permitting the suspicion of chicanery to exist.

The records indicate that more than 50 per cent of the theatres in the United States are bidding for product. Many are being hurt in the process. They deserve more consideration than they are getting now.

Everything has been said that must be said. It is time now to translate words into action and promises into deeds.

WAITING FOR MANNA

A distributor recently remarked to Edward Fabian that one of his pictures was doing great business as a September release. Eddie's classic reply was, "I was told this is the bad time of the year." All this only proves what exhibitors have been saying all along: A good picture can and will do business in any season.

Producers and distributors have accused exhibitors of every possible business crime—lack of advertising, poor housekeeping, etc. Yet their own crime of not preserving their retail outlets is forgotten.

One distributor recently released a film with a murderous title. He took a page of advertising in some trade papers, and then his film fell flat at the boxoffice. Immediately, he pulled in his advertising dollars. Yet he still expected theatremen to get excited and to go all out and "sell" his turkey. *(EDITOR'S NOTE: Unfortunately, this company seems to be in deep trouble.)*

This sort of salesmanship (?) happens only in the motion picture industry. Yet if exhibitors seek aid from government circles, they are accused of being unfair.

How many lunch tables weekly are conducted by various distributor personnel to exchange information on their business dealings with theatres? Surprisingly, we learn that there are even photographic records of these meetings. Theatres are closing and industry assets are being dissipated by unrealistic policies and film terms.

The FCC's Mr. Minow once called television a "vast wasteland." How would he describe today's motion picture industry? Moses led the Hebrews through the wilderness for 40 years, but at least they were provided with manna every day. Today, there is no Moses.

"HAMLET" IN EVERY HAMLET

Nearly 1,000 theatres went semi-legit last week and brought Richard Burton's electrifying portrayal of Shakespeare's "Hamlet" to thousands upon thousands of people who would never have seen it otherwise.

Warner Brothers and Electronovision are to be congratulated for their enterprise, and we are sure theatre buffs everywhere are suitably grateful. Critical reception was mixed, although there was no argument with the magnificence of Burton's performance.

We agree that there are many technical bugs to be eliminated before the process is a perfect one. However, we think Warners and Electronovision have introduced an important new dimension to motion picture entertainment.

As lighting and sound difficulties are solved (and there is no reason to assume that they won't be), more great moments from the world of the stage will be able to tour the country electronically. The future looks exciting.

Selig's Seven Steps To Success

National General Executive Keynotes TOA Convention; Stresses Teamwork, Research, Consent Decree Revisions

CHICAGO—Seven significant steps to industry success and survival were laid before the national Theatre Owners of America convention here.

In a challenging "Tomorrow Is Here!" keynote address—interspersed with visual barbs and audio encouragement—Robert W. Selig, vice-president of National General Corporation and general manager of the 220-theatre circuit, charged the more than 1000 exhibitors assembled in the Conrad Hilton hotel to "recognize renaissance" by:

1. Teaming together for the first time, the Producer, the Distributor, and the Exhibitor, in a sane, sure and simple program which moves swiftly toward gainable goals of Patron Research, Audience Evaluation, and Promotional Planning.

2. Taking the movies out of the "comic section" and into the "Dow-Jones" of public acceptance by a Community Service Campaign which will "face-lift" the industry's image.

3. Dispelling the fears of Producers and Distributors over frivolous or fancied seasonal playing-time patterns by a "legalized" booking technique to level the peaks and valleys of "disorderly release."

4. Researching the reasons why people decide on one movie over another—and **how** they know—by a National Depth Study to determine for the first time which methods and means **actually** motivate ticket-buying.

5. Capturing the colossus of closed-circuit and pay tv for theatres—where each belongs—by a program and promotion of the "world of special interests" in a morning, noon and night concept of the "theatre of tomorrow."

6. Demanding the establishment of a Congressional commission (without unduly restraining competition or any other fair injunction of the Consent Decree) to review and revise the Decree deterrents which are damaging and eventually destroying the total industry's potential. Supported by former affiliates and leading independents, the plan of action would unlock the restrictions and restraints which have hamstrung Production, Distribution, and **all of Exhibition.**

7. Establishing a training school in theatre management, subsidized by TOA membership—but organized on a regional basis—and aimed at attracting college-educated personnel by meeting the problems of wages, hours, and the "turn-around" world of theatre business.

Selig asked the convention to adopt the seven steps and "accept bids for their construction." He claimed each of the recommendations was "within the realm of reality and accomplishment" if "we are to become realists instead of badge-wearers."

"Every one of the steps—as detailed—is potentially possible," Selig said, "If we turn our resolutions into realities." The widely-known showman and theatre executive urged "plans of action" rather than "policies of inaction" which he described as "characteristic of trade associations whose approving applause usually leads to 'rigor-mortised' resolutions!"

Selig said his company—National General Corporation—"was prepared to accept its share of responsibility in furthering the program with money and manpower."

Humorous but hard-hitting slides, used on a three panel screen, visually emphasized Selig's seven steps to success and survival for the theatre industry. He said the team of creative director Chuck Jones and Les Goldman, award-winning animation veterans now producing for MGM the new "Tom and Jerry" cartoon series, generously prepared the visualization in the best interests of the total film industry.

John H. Rowley, letft, president, Theatre Owners of America; Martin Davis, center, Paramount vice-president in charge of advertising and publicity; and Joseph Friedman, assistant director of advertising and publicity, are seen at the New York press conference announcing "Paramount's Carnival of Hits" at the TOA Chicago convention.

Variety Sunshine Coach To Los Angeles Hospital

LOS ANGELES—Another Variety Sunshine Coach is in operation providing much-needed special transportation for young patients at the Los Angeles Orthopaedic Hospital after its presentation to the institution by Annette Funicello in behalf of the showman's organization.

In ceremonies at the hospital, formal presentation was made by Miss Funicello and officers of Variety Club, Tent 25, of Southern California. The specially designed coach, one of which was previously given by the club to the Washington Boulevard School for handicapped children, was contributed by Abe Schneider, president of Columbia Pictures, and producer Sam Spiegel.

The contribution was designated in memory of the late William F. Blowitz, Hollywood film publicist, who earlier this year died in an automobile accident.

Representing Variety Club at the ceremony were Fred Stein, chief barker; Alfred S. Lapidus, first vice-president; James H. Nicholson, second vice-president; Allan J. O'Keefe, doughboy; Ezra E. Stern and M. J. E. McCarthy, members of the board of directors; Frank E. Ellerbroek, executive director, and Mrs. Ruth Ellerbroek, president of the Ladies of Variety, M. J. Frankovich, first vice-president of Columbia Pictures, represented the studio.

Two AA Stockholders Seek To Oust Management

HOLLYWOOD—The formation of a stockholders' protective committee to effect a change in management of Allied Artists Pictures Corporation was announced by two stockholders said to represent a group representing 10 per cent of the company's stockholders.

At a press conference, Arthur N. Rupe and William Hunter announced that attorney Thomas Shannon will file the necessary proxy material with the Securities and Exchange Commission. He has also been instructed to petition the Chancery Court in Delaware for a list of AA stockholders, which according to Rupe and Hunter the company had refused to furnish.

Rupe and Hunter say they are "fearful the remaining assets of Allied Artists will be dissipated through desperation moves if drastic changes are not made."

They also charged that "mismanagement made a complete change seem mandatory," and cited figures for fiscal years 1962 and 1963 indicating that while gross income had risen from $14,434,000 to $18,000,000, the net loss increased from $1.5 million to nearly $2.8 million in that same period.

Rupe has made one unreleased picture, "The Runaway," starring Cesar Romero, for which he claims lucrative release deals by MGM, UA, and Paramount were rejected because of a hoped-for deal with Allied Artists which was never realized.

Steve Broidy, president, and Claude Giroux, chairman of the board of Allied Artists, stated, "Originally, Mr. Rupe approached the company last spring to distribute two pictures, one of which he produced and the other of which is a foreign dubbed film. Rupe was unable to arrive at a distribution agreement with Allied Artists. Mr. Hunter had indicated his desire to participate in the distribution activities of this company. To the extent of our knowledge of his experience in the motion picture industry, we do not believe he is qualified to undertake this responsibility."

Elstree Expansion Mapped

LONDON—A $150,000 effort to extend production facilities at Elstree Studios has been announced by Associated British Picture Corporation. This incorporates three stages coverng 21,000 sq. ft., dressing and make up rooms, preview theatre, cutting rooms, and a theatre for post-synchronization and recording of effects. A second block will include two staff cafeterias and two restaurants. There will also be a new underground parking lot.

The ABPC directors considered that the studio in its present form is inadequate to meet the needs of a growing program of theatrical and tv production. In addition to films to be made by Associated British, Anglo Amalgamated, Elstree Distributors, Hammer, and other companies have reserved space for major productions, and a contract has been signed for a new "Avenger" and the continuation of "The Saint" and "Gideon" tv series.

At present, the Associated British studios have four major and two smaller stages involving 80,000 sq. ft.

Harling Presses Battle Against All Pay-TV Tests

HARTFORD, CONN.—Philipe F. Harling, chairman, TOA Joint Committee Against Pay TV, in a speech before the Rotary Club, analyzed the pay tv test of RKO General in this city and in California, and pointed out that the Joint Committee will continue to oppose RKO General when they again apply in June, 1965, for permission to the FCC to conduct the test for an extended time or press for a permanent license.

Harling said the Joint Committee will coninue to use its best efforts to prevent an extension or a permanent grant. The objective and policy of the committee, he said, is to try to obtain by proper Congressional legislation a law which will ban pay tv in any form whether by wire or through the air, on the grounds that it is against the public interest.

"At no time during the controversy now raging," Harling concluded, "has the question of economic necessity been advanced; the Sherman anti-trust laws have been ignored; the FCC, despite the urgncy for regulation, has been by-passed by the wire services; and the barrage of empty promises has become louder for the 'new form of entertainment' which does not exist. I feel that as soon as the public knows the whole story, it will reject pay-tv. I maintain that pay-tv is not in the public interest. . . . It poses a real threat to free television as we know it today. It poses a threat to motion picture theatres. If it should start and drain talent from these media, and fail, both free television and motion pictures could be seriously injured. . . ."

Redstone Builds In Mich.

PONTIAC, MICH.—The third of Redstone of Boston Cinemas I and II will start building here within 60 days. Invitations to contractors to submit bids have been sent out.

Identical plans are being used for all the dual auditorium houses. Shortly, one will open in Springfield, Mass., to be followed by a second in Toledo, O., which is now nearly completed.

Also announced are similar projects to be located in Lawrence, Mass., Louisville, Ky., and Washington, D. C. Redstone already has four drive-ins in this area.

Holding aloft balloons in honor of the occasion, Saal Gottlieb, MGM's eastern division manager, accompanied by Mrs. Gottlieb, and Trans-Lux vice-president Tom Rodgers recently attended the opening of MGM's "Lili" at the Trans-Lux 52nd Street, New York City. The film played 93 consecutive weeks at the house when it originally opened in 1953.

Thorny Path of Calif. Pay-TV Test Gets Thornier As Balloting Nears

By MARK GIBBONS
San Francisco Bureau

SAN FRANCISCO—The thorny path Subscription Television, Inc., has traversed in this area to date is getting thornier with an already hostile city government moving into high gear to provide new obstacles with those now tormenting the pay-as-you-see video medium.

With the spectre of possibly being outlawed on the November ballot hovering overhead—Californians will vote "yes" or "no" on Proposition 15 which would make any form of pay-tv illegal—STV is beset with other problems, such as being forced the other week to firing 143 of its 185 clerical help under economic pressure as a result of its fight to win the referendum. Not that STV is operating on a slim capital after selling $28 million in bonds to put its project in orbit over California, but as one $200 a week liquidated STV hireling told MOTION PICTURE EXHIBITOR:

"If Proposition 15 carries in November, the firm is going to need a lot of loot to carry it to the United States Supreme Court in the attempt to have the referendum ruled unconstitutional," a statement which was denied by Paul N. Lazarus, vice-president of STV. He described the drastic cutback as "a perfectly natural outgrowth of other economies in line with a general tightening up to an operational force." After admitting his firm previously had fired 30 producers and directors when the decision was made to concentrate on sports and old movies, Lazarus added, "It is true that we are spending sizeable amounts in fighting the (anti-pay-tv) referendum."

Evidence that STV anticipates the strong possibility the voters will kill pay-tv throughout the state in November is reflected in the angry outburst of STV president Sylvester (Pat) Weaver, who told a Hollywood Town Hall meeting that if Proposition 15 is approved, he would transfer his operation "to another state within 60 days."

"Not one other state in the 50 has the idiot laws that California has and is proposing concerning our business," Weaver declared in his threat to abandon the Golden State. This was in diametric opposition to his previous attitude toward Proposition 15, when he told MOTION PICTURE EXHIBITOR in a press conference:

"Subscription Television Incorporated is here to stay. If every voter in the state casts a ballot to put us out of business, the United States Supreme Court will tell Californians to get lost."

But even before Californians get the opportunity to ballot on the fate of pay-tv, the San Francisco city fathers are not waiting for November to see the issue settled. The Board of Supervisors are pressing for a renegotiation of the contract between the city and the Giants baseball team which plays in the $15 million Candlestick Park Stadium, built and financed by a city bond issue. It costs the city $50,000 annually for maintenance of the stadium. The contract with the Giants calls for this maintenance expenditure to be met out of the Candlestick auto parking revenues and specifies the Giants management must use the "best efforts to insure maximum attendance at the ball games." Since the advent of pay-telecasting of home games at Candlestick, attendance has fallen to all-time lows, and the city fathers are demanding the Giants, holders of substantial stock in STV, make up the deficit or else.

"Or else what?" answered the Giants in the statement of Giants vice-president Chub Feeney, who told the Supervisors there "was nothing to re-negotiate in our contract."

In answer to Feeney's defiant attitude, City Attorney Thomas O'Connor threatened a breach of contract suit if the Giants refuse to negotiate, and Supervisor Jack Morrison, chairman of the Supervisors' powerful finance committee, instructed the Park Department to be ready to take "remedial action." The Park Department's crew keeps Candlestick in daily operable condition. Sudden withdrawal of maintenance could possibly choke off Candlestick games even in the waning days of 1964 major league baseball.

As the problems of STV mount, credit for an unrelenting battle to preserve movie house existence threatened by pay-tv would seem to go to California exhibitors who were quick to diagnose the ultimate outcome if video pay-as-you-see ever got a foot in the door in this state. It was the Northern California Theatres Association, under the leadership of president Roy Cooper, that launched the Citizens Committee for Free TV, which in turn collected more than enough citizen signatures to place Proposition 15 on the November ballot. Ever since then, NCTA has waged a vigorous campaign, with posters, trailers and other media to insure a "yes" vote on Proposition 15. The plucky fight has been enhanced by moral and financial support from exhibitors all over the country.

Committee For Free-TV Raps STV As Monopoly

Don Belding, state chairman, Citizens' Committee for Free-TV, flatly rejected demands of the president of Subscription Television, Inc., for a retraction of two campaign statements made in support of a "YES" vote for Proposition 15.

Instead, Belding repeated his charges that subscription television is an uncontrolled monopoly and that it was created by a bill rushed through the 1963 special session of the Legislature without public hearings in just eight days.

In a letter sent Sylvester L. Weaver, Belding stated with respect to the monopoly charge:

"As of this time, Subscription Television, Inc., is a monopoly in its field. It has the only contract with the telephone company permitting the use of telephone cables and lines and the public streets and property for its installation. It has the only contract with the Dodgers, Giants, and Lakers for broadcast of their home games.

"In the areas you serve, you are a monopoly and, unlike the gas, electric and telephone companies, and other public utilities, you are not regulated by the California Public Utilities Commission as to the rates you can charge, areas that you can serve, or products that you can sell."

Performers Must Aid In "Big Sell," Levine Tells Personal Managers

NEW YORK—Joseph E. Levine, president of Embassy Pictures, called for the responsible cooperation of performers, through their personal managers, with producers in terms of engaging in expanded promotional efforts.

"There isn't a producer in the business today who doesn't desperately need the help of his stars and his performers, the people whom you guide," Levine told the Conference of Personal Managers, East.

"Whether you know it or not, or whether you believe it, you have in your hands the constantly exposed jugular vein of show business," Levine told the personal managers, whom he termed one of the most powerful groups in or out of show business. "There is so much you can do to help and so many people who look to you for helpful assistance."

Personal managers have an "inviolate" responsibility to their clients, Levine went on, but they also have a responsibility to the producer, who picks up the costs. Post-production merchandising and selling help by performers was a case in point, he specified.

"It's accepted thinking that when principal photography ends, the picture is finished," Levine said. "In case you don't know it, the end of principal photography merely signals the start of the real job—the Big Sell!

"I've been lucky. Every personality I have called on has done a tremendous job. I offer as sterling examples of co-operation Sophia Loren, Carroll Baker, Shelly Winters, Robert Taylor, and Ralph Taeger, to mention just a few in the recent past.

"These considerate and helpful performers went on the road and through zealous effort opened lines of communication to the ticket-buyers that otherwise would have been closed. They helped sell the attraction, but they also helped their own image."

"In the months ahead, Embassy Pictures is going to need a lot of performing talent," Levine continued. "Our 23-picture program with Paramount is just one area. We need stars and featured players to fill the roles opened by this agreement. We want the right person for the right role. But we also desperately need cooperative people.

"Embassy is expanding its theatrical operations on every front. But that's just the production phase. The merchandising phase is another matter. I don't have to tell you what we will do to merchandise these attractions. I can tell you this—the people who appear in our attractions will get the ride of their lives. As practical managers and practical business men, I don't have to tell you what this means. I defy anyone to place a dollar and cents value on our type of merchandising and the kind of exposure we give a star."

In conclusion, Levine declared, "The 'quick buck' has never helped anyone. However, the quick response to help, where help was needed, has frequently paid off."

"Thunderball" Next For 007

LONDON—"Thunderball" will be the next James Bond film. Starring Sean Connery as Agent 007, the film is scheduled for production in February, 1965, with extensive location scenes to be filmed in the actual Bahamas Islands locale of the story.

National Sales Drive Honors NSS Salesman

NEW YORK—Perhaps for the first time in the history of motion picture business, a salesman will be honored via a Sales Drive.

National Screen Service is honoring Al Blumberg, Los Angeles salesman, with the "Al Blumberg Holiday Sales Drive" during the three months period commencing Oct. 1. The drive marks Blumberg's 40th anniversary with NSS, according to Burton E. Robbins, NSS president. Coincidentally, the drive will be launched during the TOA convention in Chicago where 40-year veteran exhibitors in the industry will be honored and feted.

7-Arts In Distribution

NEW YORK—Seven Arts Productions announced the formation of a new distribution division, Seven Arts Pictures, signalling the company's active entry into distribution in the Unted States and Canada.

The announcement was made by Harry Goldstone, newly appointed general sales manager for Seven Arts Pictures, who has established the nucleus of a sales organization.

Included on the team of Seven Arts Pictures are Sam Sigman, who has been appointed assistant general sales manager; David Bass, home office booker; and four district sales representatives who will handle Seven Arts Pictures releases on a full-time basis—Harry Fellerman, eastern; Kermit Russell, mid-west; and T. D. (Jack) Walton, south and southwest. Charles Chaplin, who has been handling Seven Arts' theatrical distribution in Canada, will continue the same duties for the new company. A west coast representative will be announced shortly.

50 Scheduled Features Brightens Para. Future

PARIS—In the coming weeks, Paramount Pictures "will be bursting out all over" in demonstrating to exhibitors throughout the world that the company's pledges of a greatly augmented production and release program "have not only been fulfilled but surpassed," president George Weltner said at the opening of Paramount's three-day international sales-merchandising meeting.

Noting that "most of my time during the past several years has been devoted to production activities," Weltner revealed that over 50 major productions are firmly scheduled for the coming period. "In addition, we are in final stages of negotiation of new deals that will add many more pictures to this list before the end of the year," he said.

One of the most important single instruments in Paramount's campaign will be a specially-prepared product reel in color, running 13 minutes. This reel, covering 53 forthcoming pictures, was unveiled here for the first time, and will be shown to exhibitors throughout the world in the coming weeks, Weltner said.

James E. Perkins, president of Paramount International Films, opened the meeting with a pledge of the overseas company's fullest support of Weltner's program.

"For some years now, Paramount's overseas business has been on a rapid uptrend. But I think that in the coming period we are going to reach heights that will surpass our wildest expectations," Perkins said.

Dominating the initial discussions was "The Carpetbaggers," with its producer, Embassy President Joseph E. Levine, who discussed the film and other forthcoming productions in his multiple-picture agreement with Paramount.

Levine said, "As I see it, the role of the motion picture camera is to roam the world, revealing and not concealing, reporting and not distorting, enriching and not enslaving, indulging democracy and not demagoguery. Ever since I have produced motion pictures, I have insisted on attractions with international appeal and not sectional appeal."

Sponsors of the Brandeis University Dinner to be held Oct. 5 at the Americana Hotel, New York, at which Columbia executive vice-president Leo Jaffe will be inducted as a Fellow of the University, met recently at the home of Mrs. Frances Spingold to set plans for the gala event. Left to right, standing, are Paul N. Lazarus, Jr., Martin Levine, Herman C. Biegel, Leonard Rubin, Seymour H. Malamed, Saul Jaffee, Samuel Bronston, Samuel Strassbourger, Michael Halperin, and, seated, left to right, Barney Balaban, Mrs. Spingold, Dean Clarence, Q. Berger, of Brandeis University, Dorothy Gish, and Mrs. Leo Jaffe.

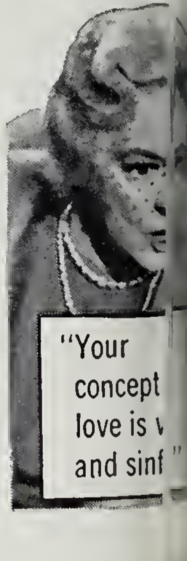
WHERE LOVE HAS GONE

...GOES
WHERE
NO
MOTION
PICTURE
HAS
EVER
DARED
GO
BEFORE...................

"THE CARPETBAGGERS" TEAM FOLLOWS UP WITH ANOTHER BLOCKBUSTER... FROM JOSEPH E. LEVINE AND PARAMOUNT!...

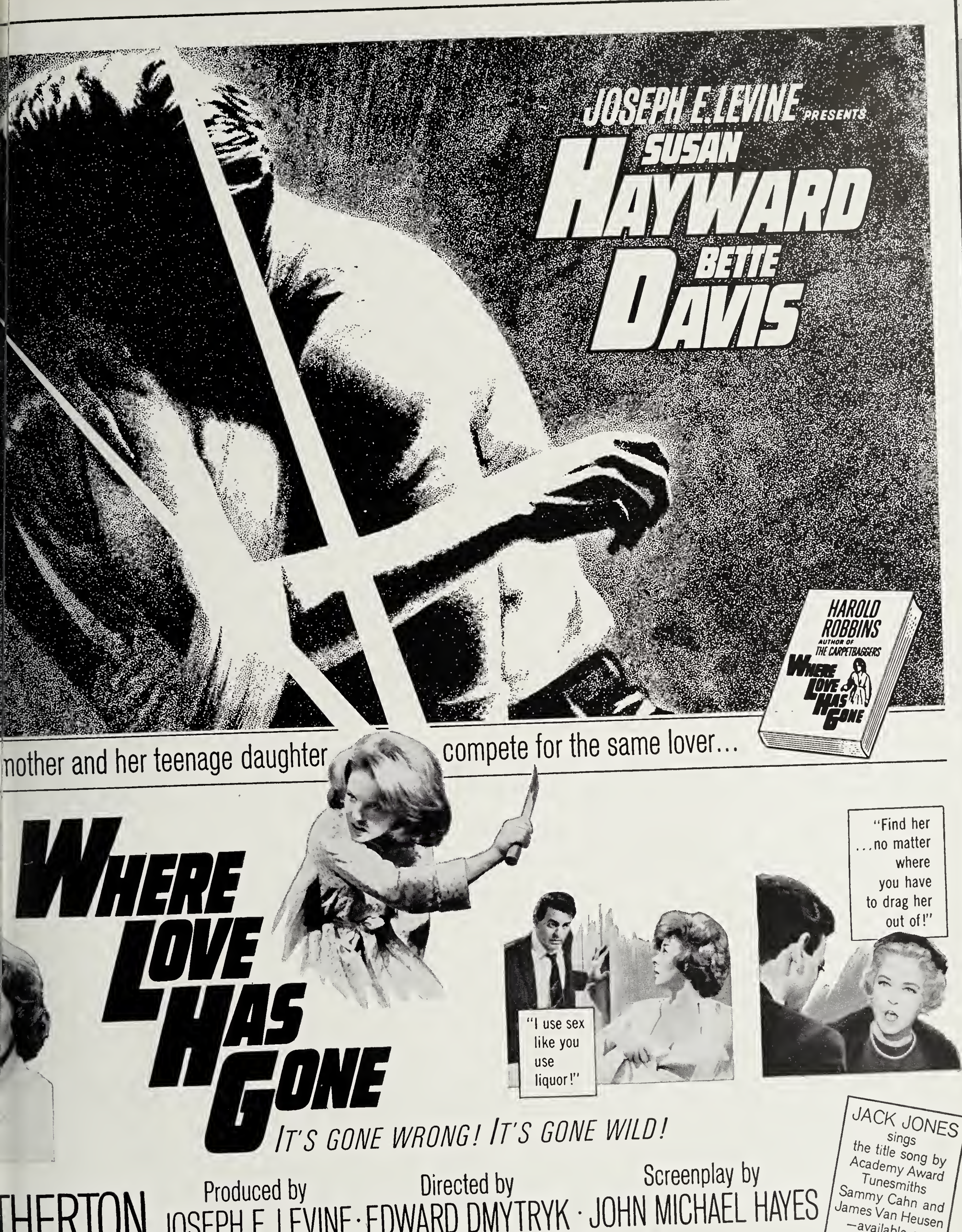
The explosive story of the violent worl

"You couldn't stand
your daughter
stealing your lover!"


"Your
concept
love is
and sin

CO-STARRING
MICHAEL CONNORS · JO

Based on the novel "Where Love Has Gone


HAROLD ROBBINS
AUTHOR OF THE CARPETBAGGERS
WHERE LOVE HAS GONE
"I use sex like you use liquor!"
"Find her ...no matter where you have to drag her out of!"

JOSEPH E. LEVINE PRESENTS

SUSAN HAYWARD

BETTE DAVIS

mother and her teenage daughter compete for the same lover...

WHERE LOVE HAS GONE

IT'S GONE WRONG! IT'S GONE WILD!

THERTON

Produced by JOSEPH E. LEVINE · Directed by EDWARD DMYTRYK · Screenplay by JOHN MICHAEL HAYES

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TECHNICOLOR® TECHNISCOPE®

A PARAMOUNT PICTURE ®

JACK JONES
sings
the title song by
Academy Award
Tunesmiths
Sammy Cahn and
James Van Heusen
—available on
Kapp Records

PRINTED IN U.S.A.

...WITH A TOTAL MERCHAND

"WHERE LOVE HAS GONE" GOES ON A LOCA

For 32 consecutive days—a massive pre-sell saturation campaign with 14,700 spots on 128 radio stations in 29 cities with a combined population of over 76,000,000—reaching 95% of the people, providing more than 1,000,000,000

"WHERE LOVE HAS GONE" GOES ON A MAM

They'll read 'em...You'll reap! Pocket Books has sold 2,500,000 copies to date. Now a new movie edition of Harold Robbins' blistering best seller hits the stores and stands in over 110,000 retail outlets in 50 states. Its new cover features ad art and title. Scenes from the pi

"WHERE LOVE HAS GONE" GOES ON A RECO

The title song, recorded by Jack Jones, today's hottest recording star, has been in the hands of DJs across the country since July 24th. When only two weeks old, it soared to the top of the charts. Kapp Records is putting the biggest motion picture tie-in promotion in its history behind the Jones record. Huge national and

"WHERE LOVE HAS GONE" GOES ON A PRO

Hosted by local radio and TV personalities in key cities, important community opinion-makers will be invited to attend a special screening of "WHERE LOVE HAS GONE." These screenings will generate advance interest in the product by valuable word-of-mouth advertising, particularly among women and teenagers.

GO WITH WHERE LOVE HAS GONE..

G CAMPAIGN TO MATCH!

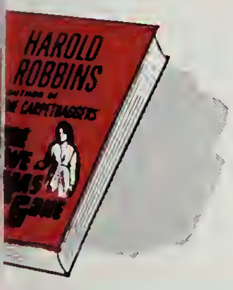
DIO CAMPAIGN

LIKE NO OTHER MOTION PICTURE HAS EVER GONE BEFORE!

nt's right, one billion) impressions! With the campaign started 3 months before
ional release, you know for sure "WHERE LOVE HAS GONE" will be a title that
l ring in America's ears as you ring up record grosses!

H BOOK PROMOTION

LIKE NO OTHER MOTION PICTURE HAS EVER GONE BEFORE!



are inside. All new promotional store accessories tie in book and film—window streamers, decals, rack cards, counter boxes—all designed to shoot sales to "THE CARPETBAGGERS" level and hypo your box office. National newspaper ads announcing the new edition have already been scheduled in 12 markets. A nationwide saturation radio campaign also will tie in book and film.

USIC PROMOTION

LIKE NO OTHER MOTION PICTURE HAS EVER GONE BEFORE!

ade campaigns, all-out DJ and record dealer drives, special point of sale material, plus
lorful single and album sleeves are being distributed. In addition, Jack Jones will
ng the song in all of his TV and night club appearances and will meet the press,
dio and TV personalities in every city and talk up the song and the picture.
ND...Other top recording stars will have their records in release before the national
enings—Jerry Vale (Columbia Records), and Hugo Winterhalter (Kapp Records).

NAL SCREENING PROGRAM

LIKE NO OTHER MOTION PICTURE HAS EVER GONE BEFORE!

.AND WATCH THE RESULTS!*

*LIKE NO OTHER MOTION PICTURE YOU'VE EVER PLAYED BEFORE!

The NEW YORK Scene

By Mel Konecoff

JOE LEVINE, A NAME TO BE RECKONED WITH AS ANY INDUSTRYITE KNOWS, was once again the subject of tribute last week, this time because he has the foresight and guts to recognize that there is young, American talent around that has ability and should be encouraged to the extent of allowing them to make pictures. The occasion was a press luncheon at the Hemisphere Club wherein Levine reported that Embassy Pictures had entered into a two-picture production agreement with Jack Garfein's Prometheus Pictures.

Who is Jack Garfein, we heard the man in the balcony inquire? Well, he happens to be a talented young director in both films and in the legit theatre. He also happens to be married to Carroll Baker. This doesn't mean that the latter will appear in the aforementioned pictures. Garfein told us that she refuses to discuss money with him for the films in which she will appear, insisting that he talk to her agent.

The pictures he is going to do early next year, "Natural Child," by Calder Willingham, and "A Long And Happy Life," by Reynolds Price, will, he admitted, be aimed at mature audiences. They will probably wind up with a budget of under a million dollars apiece in black-and-white, perhaps exclusive of talent. He will produce and direct both while Levine will act as executive producer. Garfein will be given a free hand as to cost, talent, and treatment of subject matter. Both will be filmed generally in Hollywood except for some location work.

Garfein was particularly grateful to Levine because the latter was willing to give promising people a chance. Many have found this tougher to find here than abroad, where there are forms of subsidy. He felt that Levine had faith in young people, and this is mighty important. New writing talents will also work on the screenplays, Charles Eastman to do "Life" and Dennis Murphy to work on "Natural Child." The latter is a romantic comedy, while the former is a love story.

RELEASING SCHEME: JUST BECAUSE "ONE POTATO, TWO POTATO," THE INdependently made, low budget American film, which Cinema V Distributing is releasing, is expected to gross well over a million dollars in domestic film rentals, Carl Peppercorn, executive vice-president and general sales manager, was of the opinion that audiences are continually on the move, seeking and probing new areas of entertainment. He has been observing audiences where the off-beat film has been playing, and he's noted that even today's youngsters seem to have a great awarness of the problems of the day.

Peppercorn also felt that since the public was accepting "One Potato, Two Potato" in such a rewarding fashion, maybe it desires something besides out-and-out exploitation or strict emphasis on sex. He and his company were hoping to show greater encouragement to America's young film makers, who, he felt, could do a better job than some picture makers abroad. There would be other advantages as well in supporting efforts by these people of promise. The story line may be more familiar and more acceptable; there would be a lack of expenses in preparation of imports, such as in dubbing and other processing; etc.

He felt that there was no shortage of product because his company was continually being offered films either completed or in other form, but he hesitated in taking on a large number of pictures just to have quantity. He would rather have quality and release at will. His ideal hope is to have a continual backlog of six features either currently in release or about to be put into release, which would keep his organization busy and yet in a specialized category, instead of being designated as another releasing company. Additional deals are cooking, and additional people were to be put on both in the field and in the home office.

THE METROPOLITAN SCENE: RALPH ZUCKER ACTED AS MODERATOR OF A panel discussion on the topic, "Art Films In America Today: A Commercial Crisis," which was transcribed here for broadcast at a later date over WBAI, New York; KPFK, Los Angeles; and KPFA, San Francisco. Guest panelists included Zenith's Dan Frankel; Michael Mayer, Independent Film Importers and Distributors of America; Bradley Metzger, Audubon Films; Ron Gorton, Gorton Associates; Jack Hoffberg, Hoffberg Productions; and Stanley Paley, Art Films International Magazine. Zucker expected to produce a series of six shows to probe the area of independent film business and its problems. . . . Robert Shaw and Mary Ure, stars of the film, "The Luck of Ginger Coffey," hosted a special midnight preview of the Walter Reade-Sterling release for the casts of current Broadway shows at the Coronet. . . . UA sent through a cute advertising supplement in which adults are advised that the kids have gone back to school, and now they can sneak into theatres to catch The Beatles in "A Hard Day's Night." . . . ASCAP out with a new booklet of hit tunes it has published from the days of the horse-car to Telstar as part of its 50th anniversary celebration. . . . "The Unsinkable Molly Brown" made history at the Radio City Music Hall by becoming the first picture in the 32-year history of the showplace to gross over two million dollars, bringing in $2,001,566—all in ten weeks.

WOMPI's 11th Convention Elects Mrs. Nickolaus

ST. LOUIS — WOMPI International concluded their 11th annual convention with high praise for the host St. Louis club.

The convention elected the following international officers for the coming year: President, Mrs. Lee Nickolaus, New Orleans; vice-president, Miss Anna Belle Miller, Denver; corresponding secretary, Mrs. Marie Berglind, New Orleans; recording secretary, Miss Anne Dillon, Jacksonville; treasurer, Miss Marcella DeVinney, St. Louis. The new officers were installed by Mrs. Gene Barnette at the banquet. Edward B. Arthur, president of Arthur Enterprises, was toastmaster.

One of the highlights of the banquet was an address by U. S. Senator Stuart Symington, senior senator from Missouri. He was introduced by Missouri-Illinois Theatre Owners president Frank Plumlee. Senator Symington praised the motion picture industry for its progress in recent years. He described a great many recent movies as "daring, creative, original, critical, timely, and above all, artistic."

Joe Simpkins, chief barker of Tent 4, Variety Club, presented the annual service awards. The Canada membership award went to Kansas City and was accepted by club president Patricia Pierstorff. The Mabel Guinan club attendance award was won by Dallas and club president Elsie Parish accepted. The R. J. O'Donnell award for industry service went to Jacksonville and was accepted by club president Kitty Dowell. The Verlin Osbourne publicity award was won by Charlotte and the club president Amalie Gantt accepted. The Lorraine Cass humanitarian award went to Kansas City and was accepted by club president Patricia Pierstorff.

For the fifth consecutive year, WOMPI International is sponsoring a room at the Will Rogers Memorial Hospital. Miss Viola Wister presented a check for $2000 for support of the room to Edward Arthur, St. Louis exhibitor chairman.

Future WOMPI International conventions will be held in New York, 1965; Des Moines, 1966; and New Orleans, 1967.

Hospital Post To Dr. Kass

NEW YORK—Ned E. Depinet, president, Will Rogers Memorial Fund, announces the appointment of Dr. Irving Kass as associate medical director of the Will Rogers Hospital at Saranac Lake, N. Y.

Joseph E. Levine, president, Embassy Pictures recently entered into a two-picture production agreement with Jack Garfein's Prometheus Pictures. Garfein will produce and direct the attractions to be filmed next year in Hollywood.

Foreign Labor Pacts

NEW YORK—Under the direction of the Motion Picture Export Association's foreign labor committee, labor negotiations with employee unions in Peru; in Rio de Janeiro, Brazil; and in the Sapporo District of Japan have been settled recently. In no case was there any recourse to work stoppages.

In general, the terms of settlement reflected increases in the cost of living in the areas involved, due to inflation or related factors.

Goldstein Heads MPEA Unit

NEW YORK—Jack Goldstein, director of advertising and publicity for Allied Artists, was elected chairman of the international film relations committee of the Motion Picture Export Association of America at the opening fall meeting.

The retiring chairman, Leonard Palumbo, director of international publicity for Warner Bros. Pictures, Inc., spoke about the effective work of the committee during the past three years.

Variety-Heart Institute 1965 Committees Set

NEW YORK — With Robert H. O'Brien, president of Metro-Goldwyn-Mayer, as chairman of the celebrity ball committee, Nov. 6, in the Grand Ballroom of the Waldorf-Astoria, Si Fabian, campaign chairman for the New York Variety Club-Children's Heart Institute project, made a further announcement of his progress in organizing the committees for the entire series of events through 1965.

With Charles Boasberg as chairman, the sales managers committee includes Morey Goldstein, Jim Velde, Hi Martin, Ernest Sands, Rube Jackter, Irving Ludwig, Bud Edele, Morris Lefko, Milton Platt, Joe Sugar, and George Waldman.

Robert S. Ferguson is chairman of the advertising men's committee. His associaes are Richard Lederer, Harold Rand, Phil Gerard, Ernest Emerling, Fred Herkowitz, Jack Goldstein, Jonas Rosenfield, Jr., Fred Goldberg, Al Florsheimer, Harry Goldberg, and Phil Harling.

The exhibitor committee is headed by Harry Mandel and Max Cohen, with the membership comprising Walter Reade, Jr., Laurence Tisch, Irving Dollinger, Edward Finneran, Maury Miller, Charles Smakwitz, Edward Fabian, Sol Strausberg, Salah Hassanein, Martin Levine, Leslie Schwartz and Emanuel Frisch.

The executive committee is composed of the chairmen of these committees with the addition of Alexander Cohen, Steve D'Inzillo, Irving Dollinger, Mrs. Edward L. Fabian, Jean Goldwurm, Saul Jeffee, Ira Meinhardt, Mrs. Harry M. Pinstein, E. David Rosen, and Joseph M. Sugar, plus chief barker Jack Levin and president of the Women of Variety Mrs. George J. Waldman.

Roth Joins N. Y. Crew

NEW YORK—Jack H. Levin, chief barker, Variety Club of New York, Tent 35, announced that Harold Roth has been elected a member of the crew replacing the recently resigned Robert K. Shapiro.

Clergymen To Censor Films In Bridgeport

HARTFORD—Connecticut's third largest city, Bridgeport, intends to set up a committee of censors for motion pictures.

Police Superintendent Joseph A. Walsh is expected to appoint Bridgeport clergymen to a committee to view films and then submit recommendations to theatre managers.

The chief prosecutor of the city's circuit court will accompany the group. Walsh says he has received numerous complaints from parents of teen-agers.

Conn. Exhibs Fight CATV

HARTFORD—Attorney Herman M. Levy, executive secretary of the MPTO of Connecticut, has voiced state association objection to the State Public Utilities Commission over proposed granting of permits to some 22 applicants to operate community antennae television stations in Connecticut.

"Our concern," Levy told the commission, "is a major one. While the purpose given by the applicants is to provide better home television reception, it is obvious that the major objective is to be available for toll television, whenever the opportunity makes itself available."

Columbia Weeks Set

NEW YORK—Columbia Pictures sales chief Rube Jackter has set the two week period from Oct. 26 through Nov. 8 as "Columbia Weeks" with an appeal to sales personnel throughout the country to accomplish the booking of a Columbia Picture in every theatre in the United States during that period.

MGM 40th ANNIVERSARY
OCTOBER 30 1964
MARCH 1965

Morris Lefko, MGM vice-president and general sales manager, announced details of a $50,000 domestic sales drive the company will hold as part of its 40th anniversary celebration at a sales meeting in Boston attended by, seated, Harold Zeltner, New York district manager; Paul Wall, Buffalo branch manager; Lefko; Herman Ripps, assistant general sales manager; Mel Maron, road show sales; and, standing, left to right, Ben Bebchick, Boston branch manager; Sid Eckman, Philadelphia branch manager; Leonard Hirsch, home office assistant to Ripps; Roger Chartrand, Montreal branch manager; Frank Young, Toronto, assistant secretary of MGM Pictures of Canada, Ltd.; Phil Gravits, New York branch manager; Eric Golding, St. John branch manager; Connie Carpou, New Haven branch manager; and Ralph Ripps, Albany branch manger.

N.C. Ministers Hope To Avoid Suits In Censor Dispute By Incorporating

HIGH POINT, N. C. — The High Point Ministerial Alliance has voted to incorporate as a nonprofit organization so that it may "speak out sharply and boldly" against a local drive-in it says is showing indecent films, and not run the risk of civil suits against individual members.

The Rev. W. W. Teachey, spokesman for the group, said the Alliance believes the theatre owner-operator is operating "just within the shadow of the state censorship laws," and that it has hesitated to seek legal action against him "since individual members might to be subject to legal recourse."

Several months ago, the Ministerial Alliance attacked the type of films being shown at the drive-in and urged the City Council to revoke the theatre's privilege license on grounds that it was showing indecent films. At that time, the city attorney ruled that the city could not legally take such action, and the Council appointed a special committee to confer with the owner and operator of the drive-in.

It later was reported that the owner had agreed to stop showing objectionable films during the summer months and also to raise the fence around the drive-in in order to better shield the screen from view of those passing by on the highway.

Teachey, in announcing that the ministers' group was incorporating to protect individual members against possible suit, said the reported agreement has not been lived up to, that the fence has not been raised and that there is indication that the showing of objectionable films has been resumed.

T-L Appeal To High Court

WASHINGTON, D. C.—Trans-Lux attorneys told the Supreme Court that the New York Board of Regents misled the Court about the alleged showing of sexual intercourse in "A Stranger Knocks," and even misrepresented the holdings of the Appellate Court and the New York Court of Appeals.

Trans-Lux, which won a reversal of the Board of Regents ban on the film in the Appellate Court, only to lose on the Board of Regents appeal to the New York Court of Appeals, is now asking a U. S. Supreme Court review.

Counsel for the distributor argued that the sexual acts are implied rather than demonstrated, contrary to the Board of Regents brief in the case, and that the Board of Regents was also misleading in arguing that the film is a work designed to appeal to the "prurient" interest by sensationally portraying sexual intercourse.

Schine Aids Downtown Albany

ALBANY — J. Myer Schine, president of Schine Enterprises, figuratively threw out a lifeline to the downtown Albany business section by purchasing a quartet of four-story buildings, in the block immediately west of Schine-Ten Eyck Hotel, for an expansion of the latter at a cost of $4 million.

The Knickerbocker News editorially saluted Schine, commenting that his "substantial placement of faith in the city's future is the more remarkable because of the general trend from downtown hotels to motels or metropolitan fringers."

LONDON Observations

By Jock MacGregor

A TWO HOUR COACH TRIP FROM THE SAVOY HOTEL, AND WE WERE AT STATELY Chilham Castle, where the Marcel Hellman Seven Arts unit is shooting the period comedy romp, "The Amorous Adventures of Moll Flanders," for Paramount release. What a setting! With the sun shining brightly upon a summer's evening, it was like going into another world. As the lady of the house explained, we were having refreshments in the new wing. It had only been erected by the celebrated Inigo Jones in 1616. The old part was The Keep, where Kim Novak had a self contained apartment. Indeed, the foundations were reputed to go back to before Christ.

Under the circumstances, the artists in their colorful period costumes looked very much more at home than we did. We were definite intruders. However, in such a setting it seemed to be incongruous that the shapely Kim in a flowing red gown, which even she had slight difficulty in preventing from becoming topless, was worried as to what cameraman might really have captured of a near nude bathing sequence with telescopic lenses. She was hushing the unit publicist's assurances and seeking the advice of the experts. In turn, director Terence Young was worring about getting her away from the reception so that she should have a full night's sleep and be on the set in time in the morning. Her make up and hair takes three hours. The owner was worried as to whether the film would be finished in time so that he could get away to Scotland to shoot game; Marcel was also sweating that the film shooting would be completed on schedule. The old world atmosphere was finally shattered when George Sanders, as the suitably garbed lecherous squire, hopped into a modern roadster to drive back to his hotel instead of jumping on to a fiery steed to chase the village maidens!

AFTER A SIX MONTH CLOSURE THE NEW ABC, WIMBLEDON, HAS EMERGED from the shell of the former Elite at a $300,000 cost. Entrances, foyers, auditorium, and projection suite have been completely remodelled in keeping with modern presentation requirements and seating has been reduced to 1035 for maximum comfort. The latest projectors with optical and magnetic sound have been installed. New automatic oil fired boilers work with the best available ventilation equipment. "Wonderful Life" was the opening attraction.

RECENTLY I LUNCHED AT THE PLACE WHERE ONE MIGHT SAY IT ALL BEGINS —the 20 acre Kodak plant. Unable to expand further, it is now going skywards to cope with the enormous demand for film in the modern world. First, George O'Brien Power screened the special movie showing the many processes; next, the fascinating museum which Dr. Schultze has created to trace the history of film and its development. Later garbed in white overalls—cleanliness is essential—I was literally led through the dark caverns where the five feet wide by 2500 ft. processed strips are sliced into 70, 35, 16, and 8mm reels, perforated, tested, and packed. In the dispatch department, I was shaken to realise only a fraction now goes to film studios. Beyond its obvious uses in teaching and propaganda, film has become a tool in many branches of science and industry. Fascinated, I visited Edmund J. Cooper, secretary of the Scientific Film Association, to find out more about this development. I discovered the name is a slight misnomer since its members are interested in all non-theatrical film. Its top task currently is the cataloging and appraisal of all subjects in this field. Already, 15,000 have been listed, and to these about 1000 are coming annually from British sources which are spending some $10,000,000 a year. Some government departments, research establishments, corporations, medical schools, etc., have their own film units, but others use the 250 production companies specializing exclusively in this work. Some use film, high speed and slow motion, for records. One establishment is reputed to have 10,000,000 ft. filed in its library.

THOUGH THE LATEST JAMES BOND, "GOLDFINGER" HAS BEEN LAUNCHED TO a fanfare of accolades, all behind the scenes is not happy. UA's plan to back "Casino Royale" for Rome production with a different 007 is believed to be far from sweet music to Cubby Broccoli and Harry Saltzman. Meanwhile, Sean Connery was guest of honor at Ken Hyman's party at London's most delightful summer venue—Les Ambassadeurs open air patio—to launch "The Hill," which is now shooting under director Sidney Lumet in Spain. It was good to find that very aimable, cooperative, and talented escapee from stage and tv, Roy Kinnear, is going to get a well deserved break in a top international picture. MGM will release. Meanwhile, Sean is not unhappy that Alfred Hitchcock's "Marnie" is proving UI's biggest thing in this market for a long while. Compton Cameo's "London in the Raw" also has hit the treasure trail, but it seems a pity that there is a reminder of the unfortunate besmirching of the industry's image caused by two sisters attending the first night in topless dresses, and ensuing court case in trade paper advertising. I cannot believe this can influence a single exhibitor into booking the picture. Likewise, I wonder whom publicists hope to attract by snide stories that a forthcoming release has been held up for three years.

WHEN THE BRITISH FILM WEEK IS STAGED IN PRAGUE NEXT MONTH, THE Czechs will be able to see Britain's heritage from Becket to the Beatles. A different picture will be screened each night —all going to prove "It's A Wonderful Life," which is, of course, included. . . . When the "Look at Life," "Bookies at the Cross Roads," was previewed before an audience of Bookies, there was a foul rumor that certain executives were only present to see if any had had the cheek to be wearing their lost shirts. . . . Nice to have publicist Jean Osborne phone from Dublin to say that director Jack Cardiff had taken up my suggestion to cast that excellent Irish actress, Pauline Delany, in a key role in "The Young Cassidy," which he is directing on location for MGM. . . . As "How The West Was Won" starts its 97th London week, Cinerama celebrates its 10th anniversary.

Hetzel Cites New Surge For U. S. Industry Abroad

NEW YORK—Ralph Hetzel, acting president of the Motion Picture Association of America and the Motion Picture Export Association of America, returned from a series of industry meetings in Paris and London.

In Paris, he presided at a special meeting of the directors of the International Federation of Film Producers Associations. Hetzel as current president of the organization announced that the annual meeting of the Federation will be held in Rome on Dec. 8. In commenting on the meeting, Hetzel said: "The Federation's new emphasis on economic programs initiated a year ago is beginning to produce effective results." Hetzel also explained that there will be a full discussion of film festivals at the upcoming meeting in Rome, with a review of the Venice situation.

Hetzel met with S. Frederick Gronich, manager of the MPEAA Paris office, and authorized new arrangements for handling the supervision of the MPEAA Frankfurt office. The office will now be in charge of Fred Gronich, who will continue to headquarter in Paris, but will include among his responsibilities Germany and Austria.

A. Roland Thornton, MPEAA London manager, will handle the Scandinavian countries, which were formerly handled by the Frankfurt office. Thornton will work in close liaison with the continental managers of the MPEAA member companies.

Stephen L. Beers, formerly in charge of the Frankfurt office, will return to the United States and will be leaving the Association.

The Frankfurt office under the supervision of Gronich will be continued with an executive secretary in charge. Leo D. Hochstetter, MPEAA Rome, attended the Paris meetings.

While in Paris, Hetzel met with Dr. Eitel Monaco, president of ANICA, to discuss the film situation in Italy and in other European countries.

In London, Hetzel met with the new head of the British Film Producers Association, Sir Charles Evans, and also with Lord Archibald, chairman of the British Federation of Film Makers. In discussing his London visit, Hetzel said: "There has been a significant upturn in Britain for all films, including those from the U. S. There has been a parallel experience in the British market to the upturn in the U. S. during the first six months of 1964."

"Goldfinger" Glitters

LONDON — "Goldfinger," the third film based on the exploits of Ian Fleming's Secret Agent James Bond, has set 10 separate records since its world premiere at London's Odeon, it was announced by Eric Pleskow, United Artists vice-president in charge of foreign distribution.

A towering $20,336 gross for the first weekend smashed all records for the Odeon. "Goldfinger," which was selected to inaugurate the Premiere Showcase concept in London, performed on a blockbuster scale in nine theatres where it opened simultaneously.

Sochin Exits Times

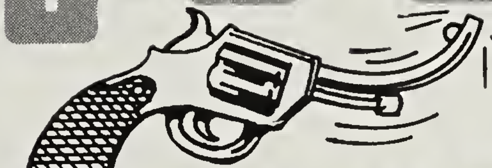
NEW YORK—Irving Sochin, vice-president and general sales manager of Times Films, has resigned from that organization and will announce his future plans after an extended European vacation.

No, No, Dr. Crow

Where is the concealed radio?

Here come Secret Agents...

o-O-OH!



in

CARRY ON SPYING

Our man in the underground!

What does the Milkman want from her?

What does she want from Secret Agent o-O-OH?

Ready For October Bookings

Governor Films
509 Madison Ave.
N.Y.C./EL 5-1660

A GOVERNOR FILMS RELEASE

ATLANTA

The ladies' committee of Variety Club will hold a children's charity ball on Oct. 2 in the Imperial Ballroom of the Standard Club. The black tie affair will feature dancing with a continental breakfast served at midnight. . . . A Better Film Group has been organized in Decatur, Ga., a suburb of Atlanta, and will endeavor to inform parents as to the merit of films to be shown. . . . Jean Mullis, Theatre Supply Company secretary, underwent minor surgery. . . . Bowkine Theatres, Albertsville, Ala., have opened their new $125,000 Thunderbird Drive-In, Decatur, Ala., under the managership of J. A. Duncan. . . . James Zimmerman, city manager in Nashville, Tenn., for Martin Theatres since the circuit acquired the Crescent Amusement Company in 1961, was promoted to manager of the recently consolidated Atlanta-Marietta, Ga., area. His succesor in Nashville is Buren A. Edison, former Marietta manager for Martin. . . . Mrs. Mary Dale, Allied Artists' accounting department, has entered St. Joseph Hospital for surgery. . . . The following local WOMPI's returned after attending the St. Louis convention: Neil Middleton, MGM; Lynda Burnett, UA: Polly Puckett, Embassy; Mary Jane Keen, Warners; Franklin English, Paramount; Johnnie Barnes, Wilby-Kincey; Helene Spears, Georgia Theatres; Opal Tate, Wilkin; Bernice Wasson, Kay Films; and Tillie Shapiro, Southern Poster and Printing Company. . . . New at MGM exchange is Suzanne Baxterm, who replaces Muriel Head. . . . Hazel Jackson, former Film Row employee, died at her home after a heart attack.

BUFFALO

The Bingo games held by the Buffalo Variety Club every Wednesday evening in the Genesee are proving a great aid in raising funds for the charity work of Tent 7. The July profit, for instance, was over $1,500. . . . Norman Pater, MGM New York office, was in working out an advance campaign for "Looking For Love" with Arthur Krolick, district manager, Paramount Theatres. . . . James J. Hayes, past chief barker, Buffalo Variety Club, and recent international convention chairman, will be honored with a dinner testimonial in the club, Monday, Oct. 26. . . . Ed Miller, manager, Paramount, heard that a 30-inch iguana was on display in a hardware store in Amherst, a suburb of Buffalo. He was showing "The Night of the Iguana," so he looked up and found Mister Iguana in the hardware store owned by Earl, Hector, and John Chameli. The lizard was on display in a cage in the establishment, and Miller made arrangements to place a poster on the cage reading, "This is a real iguana—See 'The Night of the Iguana,' now at the Paramount." . . . Richard Streeter, who went to Ohio from Rochester to manage a Schine circuit theatre, has returned to Kodak Town as manager of the Waring. . . . An action aimed at declaring null and void a city ordinance requiring annual licenses for coin-operated vending machines has been dismissed by Supreme Court Justice Frank J. Kronenberg. The judge said the action was brought under the wrong section of law. He gave petitioners 20 days to file a new action under the proper section. . . . The granting by Federal District Court Judge Burke I. Burke of a petition by Schine Chain Theatres of Gloversville for leave to construct a new theatre in Boca Raton, Fla., was the first such petition by the Schine circuit since the entry of the consent decree settling the federal anti-trust suit against the chain in Buffalo Federal Court a decade ago. . . . In Rochester, the B. Forman Company has joined forces with the women's committee of the Rochester Civic Music Association in sponsoring the premiere in Kodak Town of "My Fair Lady" Dec. 23 in the Riviera, and already is using ads on the tieup and selling tickets in the store. . . . The recently organized Rochester Theatre Organ Society staged its first concert in the RKO Palace, free to the public. Don Scott, Canandaigua organist and protege of Tom Grierson, who was staff organist at the Palace from 1938 to 1946, demonstrated the resources of the giant instrument which was installed in the Palace in 1928 at a cost of $75,000.

CHICAGO

Miss Cohen was named new publicity agent for Columbia's exchange. She comes from the firm's New York offices where she was in charge of special advertising and publicity for "The Cardinal," "The New Interns," and "Dr. Strangelove." . . . Owl theatre has reopened and is operated under old management. . . . Kim Theatre Company has been formed by Jerry Lamb, M. Tipton, and M. A. Conviser. . . . Fred A. Niles, president of Niles Film Studios, was feature speaker at a special Northwestern University seminar on studio film production. . . . Gene Murphy, former publicity scout for the Balaban and Katz Circuit, is leaving his Las Vegas connection to take up publicity work in Hollywood. . . . Dan Schuffman was named manager of the Playboy, formerly the Surf theatre. The house was closed for modernization. "Nothing But The Best" is the opening bill. . . . Frank Darling, well known Electrical Union president and amusement world executive, died in the Methodist Hospital, Houston. . . . Duncan Kennedy, former Chicago theatre executive, is now operating the Starview Drive-In, Elgin, Ill. He runs day and date films with Chicago loop theatres. . . . A. S. White and R. A. Griffin have organized the Champion Vending Company, for theatre concession trade and other places of amusement. . . . Reed Muller, well known to the theatre trade, was named buyer for John Sexton Company for their Philadelphia offices. . . . J. R. Conway, H. Stein, and R. Orisek have organized San Isidro Productions, Inc. . . . General Cinema Corporation plans to build three more hardtop theatres in the Chicago area, after their Randhurst Shopping Theatre is completed. . . . Spiro J. Papas, Alliance Amusement Company, and exhibit chairman of National Association of Concessionaires, reports that 80 firms will occupy 110 booths at the Motion Picture and Concession Industries Trade Show at the Conrad Hilton Hotel. Sept. 28-Oct. 1. . . . MGM is reported to have signed a lease with the Merchantile National Bank Building at 550 West Jackson blvd., Chicago, and will move their exchange to their new headquarters this fall. As previously reported, 20th-Fox moved into their new headquarters in the same building. Other exchanges are presently considering moving from film row on Wabash ave. to the new location.

DALLAS

Some 10,000 teenagers, a few boys among them, attended the "in person" concert of the Beatles in the Dallas Memorial Auditorium on Friday, Sept. 18. The film, "A Hard Day's Night," was in its first suburban showing at 16 local and area theatres. . . . "Quo Vadis," the Metro-Goldwyn-Mayer epic of 1951, is being re-released nationally and has been booked into the Capri on Oct. 21. . . . Jimmie Armstrong, American International Pictures, became the father of a baby daughter who has been named Robbin Renee. . . . Members of Women of the Motion Picture Industry of Dallas attended the 11th annual convention of WOMPI International in St. Louis. Delegates from the Dallas club were Miss Elsie Parish and Miss Thelma Jo Bailey. Speakers on the program included Miss Parish, president of the Dallas club; Miss Bailey, and Miss Rosemary White. A group of 20 Dallas members received perfect attendance awards. . . . Funeral services were held for Leon Abrahams, 60, booker for the J. G. Long Circuit, who died following a lengthy illness. He had been with the circuit for 25 years. . . . The Warner Bros. film "Kisses for My President" which opens at the Majestic on Sept. 25 is to be a project film. It will be given special treatment at the 88 Interstate-Texas Consolidated Theatres in 26 Texas cities. A special program of advertising, exploitation, and publicity has been worked out for the film and its showing.

DENVER

Gary Nelson, manager, Atlas Oriental theatre here, was married to Miss Gretchen Buerger, Golden, Colo. . . . Arthur Goldstein, who has managed the Uptown here for the past nine years, says that the damage to equipment and the building in the recent fire, reportedly caused by vandals, will prevent the house from reopening. Loss is estimated at $17,000. . . . Al Kolits, former Denverite, now representing Continental Films, was in Denver calling on accounts. . . . Jack Fleming, general manager of Atlas, has just completed a tour of the firms' Western Slope houses. . . . Mrs. Floyd Martin will manage the reopened Aztec, Aztec, N. M. Programs will be on a one change a week basis. Harry S. Allen is owner. . . . Open house was held by Robert and Sue Tankersley at their new Western Service and Supply Co. building, 2100 Stout St. . . . Mother of Claude Newell, MGM salesman, passed away in Texas.

DETROIT

Aftermath of Beatlidiocy was the cashing in by the Whittier Hotel of the following: A nine-year old carpet in the suite where they stayed for $1,500 to a carpet company. For a promotion, it plans cutting it into swatches to be sold for $1 each. Chicago offices of ABC-TV paid $400 for eight sheets and four pillow cases the hard day's nighters slept on. (Generous general manager of the Whittier Jimmy Hawkins gave ABC a bonus of towel and wash rag used by Ringo after showering.) Items will be used as prizes in an American Band Stand program. . . . The hotel turned down a $50 offer for the doorknob of the Executive Suite which they inhabited. . . . The Cinerama "4 X Mad World" is in its 32nd week at the Music Hall and has already played to an average of well over 10,000 per week. Extra youth showings will be held the next four Saturdays, according to manager Russ Russo.

HOUSTON

A special showing of Walt Disney's "Mary Poppins" will be held at the Delman on Oct. 22, with the proceeds from the premiere showing going to the Goodfellows, Houston Chronicle's Christmas project to provide new toys and candy for needy children. Sale will be started this week of patron tickets at $25. Disney has donated the film, and A. D. Adelman, Dallas, owner of the Delman, is providing the theatre for the occasion, so that all proceeds from the premiere will go to the

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CINEMOTION

Goodfellows' fund. . . . The award winning documentary film, "A Shooting in Town," written and directed by Peter Roussel, has won another honor. The U. S. Information Agency's motion picture service has contracted for world-wide distribution of the film. It was made at Wharton during the filming of Columbia's "The Traveling Lady." That title has now been changed to "Highway." . . . The Contemporary Art Association's new series of films will be presented once each month at the Prudential Auditorium. . . . Sammi Lu Williamson, Miss Houston, and publicist Tobi Woods went to Hollywood where both appeared in a bit in a Columbia picture. . . . Elvis Presley and his manager, Col. Tom Parker, both sent in a donation of $250 for the Bill Williams 25th annual charity capon dinner. The money is to be part of the $7,000 to be used to purchase items to be auctioned off during the dinner. . . . Jeff Wolf, manager, Hempstead D-I, has completed installation of a new wide screen tower, replacing one which was recently destroyed in a fire. . . . Leonard Pillans, general manager, Houston plant of the 7Up Bottling Corporation of Houston-San Antonio, has been elected vice-president of the company. V. L. Sanderford was elected president; Harry Stackhouse, treasurer; and Aaron Goldfarb, secretary.

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JACKSONVILLE

"Hank" Woodard, former manager of the Capitol, has rejoined Florida State Theatres' managerial team in a training period with Art Castner at the suburban Edgewood. "Hank" said that his daughter is a freshman at Mercer University in Macon, Ga. . . . John Harlan, also of FST, has been named to a year's term as secretary-treasurer of the local Property Owners and Management Association. . . . Tom Sawyer, president, Motion Picture Charity Club, began the work of calling for volunteers to serve as ticket takers at the midway attractions during the 11-day run of the Jacksonville Fair, which opens at the Gator Bowl on Oct. 21. The MPCC is a co-sponsor of the fair which annually attracts a gate of more than 100,000 persons. . . . John H. LaLonde, Jr., Imperial projectionist, Mrs. LaLonde, and their son James are operating two theatres in Folkston and Kingsland, Ga. . . . Robert Capps, MGM manager, left for a sales meeting in New Orleans. . . . Mrs. Ronald Lindsay (Betty), formerly of the local MGM staff, who was recently transferred to Atlanta, and her husband are the parents of a new daughter, Rhonda Lynn. . . . Local exhibitors, who have had little opposition from attractions booked into the city-owned Auditorium and Coliseum in recent months, will be faced with considerable competition during the coming season. Coming soon are concert pianist Van Cliburn, trumpeter Al Hirt, the Hamid-Morton Circus, Guy Lombardo and His Royal Canadians, Fred Waring and the Pennsylvanians, and the musical play, "Oliver!" . . . Mrs. Flora Fowler, who recently resigned as manager of the local Howco Exchange office, became the mother of a daughter.

NEW HAVEN-HARTFORD

Actor Gregory Peck, touring key cities ahead of Columbia's "Behold a Pale Horse," told Allen M. Widem, Hartford Times amusements editor, that he would like to give the people who see motion pictures as much credit as the people who make them. "Without public opinion or public acceptance," Peck said, "we couldn't have had the great improvement in the medium. After all, we depend on the boxoffice. And if the people don't come to see movies with more mature subject matter or a more forthright treatment of sex, of life, we can't make them!" . . . Joseph Thompson, one-time assistant manager of the old Astor, Bridgeport, and later manager of the Strand, same city, was a Connecticut visitor prior to returning to his job at the Paramount Studios in California. . . . Donn Iogha, for the past four years resident manager of the Norwalk, Norwalk, and district supervisor for the Fine Arts, Westport; County Cinema, Fairfield; and Wilton Cinema, Wilton, has been named to newly-created post of general manager of all operations for Fairfield county by the Nutmeg Theatre Circuit. Iogha has been in exhibition for 20 years. . . . Way has been cleared by the Groton Town Council for construction of a motion picture theatre—to be operated by as yet unidentified interests—in the Groton Shoppers Mart, a rapidly-expanding shopping center. Council, by unanimous vote, has authorized town manager Robert H. McGregor to execute an agreement with the Mart to share cost of installing a storm sewer through Mart property. . . . Sam Hart, Allied Artists exploitation force, conferred with George E. Landers, E. M. Loew's and Dick Buzzell, Hartford Drive-In, on "Station Six-Sahara." . . . George Christ has new two-changes-a-week in effect at the Majestic, Bridgeport. He is charging 75 cents admission Mondays through Fridays from 1 to 5. . . . Edward P. Lord has dropped Monday and Tuesday showings at the Palace, Norwich, sole remaining hard-top in that eastern Connecticut city of 30,000 . . . Universal booked Waterbury bow of "Marnie" day-and-date into the downtown Stanley Warner State and outlying McQueeney Pine Drive-In. . . . Leonard Sampson and Robert Spodick hosted state premiere of "One Potato, Two Potato," at their Fine Arts, Westport. . . . James M. Totman, Stanley Warner zone manager, has firmed up a Christmas opening for nearly completed S W hardtop in the White City Shopping Center, Worcester, Mass. The 1158-seat house will be equipped for all types of projection, including 70 mm. The theatre was designed by Drew Eberson. Perry Nathan will be district manager. The circuit's Warner, Worcester, Mass., a downtown situation, will be demolished eventually in redevelopment planning. . . . Brooks LeWitt, manager, and Howard E. Williams, projectionist at the suburban Berlin Drive-In, were arrested by State Police on charges of allowing an obscene or immoral exhibition after premiering European import, "Daniella by Night." . . . The case will be heard in Connecticut Circuit Court 15 on Oct. 6 by Judge Nicholas F. Armentano. LeWitt and Willaims, who were not put to plea, filed bonds of $100 each.

NEW ORLEANS

The Towne, new 600-seat house in Searstown shopping center on Highway 90 east on the fringe of Pascagoula, Miss., is in its last stage of construction and is scheduled by Gulf States Theatres for an early October opening. . . . The local Paramount exchange is again handling its accounting after it was handled by Atlanta for two years. . . . Al Boykin, Warners' sales force, is recuperating from a recent attack of pneumonia in the South Carolina mountain region. . . . Local WOMPI's Mrs. Lee Nickolaus, Mrs. Gene Barnette and Mrs. Bernice Chauvin have stretched their perfect WOMPI convention attendance to 11 years by attending this year's St. Louis session. Returning from the St. Louis convention were WOMPI's Mrs. Lillian Sherick, Mrs. Marie Berglund, Agnes Garcia, Rita Claire Stone, Mrs. Josie Ory, and Helen Bila, president of the local unit. . . . Mrs. Shirley Eagan, Exhibitors Poster Exchange, will fill the unexpired term of recording secretary of the local WOMPI's left vacant by Charlotte Niemeyer, Universal, forced to retire due to a physical ailment, but remaining as a member of the club. Mrs. Yvonne Brockhoeft, Warners, replaced Mrs. Eagan on the board of directors. . . Gulf States Theatres brought in Paul Whittington, former manager, Sharpstown Drive-In, Houston, to take over the managerial duties of the Do Drive-In, Metairie, La., left vacant with the resignation of Mike Morgan.

PHILADELPHIA

Embassy Pictures announced that "Three Penny Opera" would open at the SW Boyd on Oct. 14. . . . Mr. and Mrs. Meyer Adleman were given a surprise party by their family and friends to celebrate their 46th wedding anniversary. . . . "Living Between Two Worlds," first film written, produced, directed, financed and promoted by Negroes, had its area premiere at the Capitol, Royal, Pearl, Orpheum, Astor and Leader. Paul Kleiman sponsored and Dave Rosen, Mutual Films, is distributing in the area.

Pictured above are the recipients of the Maryland Theatre Owners annual awards banquet at the group's convention in Ocean City, Md. Left to right are Dave Ginsberg, Showman of the Year; Doug Connelly, outstanding achievement; George Brehm, president; Jerry Sandy, for AIP, outstanding distributor achievement; and John Broumas, chairman of the board.

SALT LAKE CITY

Many tickets to Electronovision's "Hamlet," Centre, on Sept. 23-24, were sold in blocks to high schools and drama classes. . . . The Rialto reopened after being closed for renovations. Frankie Avalon and Robert Vaughn cut some film stretched across the front of the theatre at the reopening ceremonies. . . Joy William Naylor, 59, Ogden, Utah, businessman and former drive-in owner, died in a Salt Lake hospital of complications due to heart surgery. He opened the first drive-in in Ogden and the Ogden area, the Riverdale; and also owned theatres in Meredith and Boise, Idaho.

SAN ANTONIO

Safecrackers struck at three businesses in a four block area on the north side of the city. One of them was the Fredericksburg Road D-I, operated by Stanley Warner of Texas. A small safe at the D-I, however, proved too tough to crack. Frank Whisenant, manager, said entry was gained to his office in the screen tower through a north door. The knob to the safe was knocked off and the door hinges removed, but the safecrackers were unable to remove the door. . . . More than 2,000 colorful entries were submitted in the recent H. E. B. Summer Movie Jamboree Coloring Contest run in conjunction with Cinema Arts Theatres. The contest covered a 10 week period. Karon Adams was winner of the $75 cash first prize, second and third place winners received bicycles, and the fourth place winner received a $25 cash award. . . . Ignacio Torres, manager, downtown Alameda, Spanish language showcase operated by the Jack Cane Corp., booked in another Mexican stage revue, the only theatre in the city presenting stage shows. . . . The Cinema Society of San Antonio has announced its 1964-65 season, opening on Oct. 13 at McAllister Auditorium. Films will be shown on the second Tuesday of each month through May, 1965. A series of eight international films, not previously available in San Antonio, have been scheduled this year on a subscription basis. Tony Athens, chairman of the society said that subscriptions for the eight films are available at $7 per person. . . . The Kelly D-I, managed by Don Tynes for Gulf States Theatres, has been closed for the season. . . . George A. Kaczmar, manager, Josephine, will present beginning Oct. 1 a Walt Disney True-Life Adventure Festival. The festival will cover a six week period with a different picture each week. . . . Alvin Krueger, manager, suburban Laurel, has booked another Metro-Goldwyn-Mayer Golden Operetta series beginning in mid-October. The series will include "Rose Marie," "Merry Widow," "Great Waltz," "Sweethearts," "Chocolate Soldier," and "Girl of the Golden West." . . . Renovations continue at the downtown Empire, managed by Larry Ottwell. New marquee lighting and attraction boards have been installed, giving a new look to this downtown landmark. . . . Services were recently held for the wife of Henry Sparks, Sparks, Cooper, Tex. Mrs. Sparks had been active in the operation of the theatre with her husband.

SEATTLE

James H. Nicholson, president of American International Pictures, was in Seattle from Los Angeles and hosted a luncheon at the Edgewater Inn which was attended by a large group of local exhibitors. . . . Ernie Piro, retiring branch manager of Buena Vista, was honored by friends at a farewell luncheon. . . . Helen York, 20th-Fox publicist, was in town from San Francisco working on "The Visit," scheduled for opening Sept. 30 at the 5th Avenue. . . . Funeral services were held for Frederick D. Agnew, 89, Bremerton, who had worked at the Paramount from its opening 35 years ago until his retirement in 1954. Survivors include his wife, a stepdaughter, and stepson. . . . Despite protest, a proposal which is scheduled for action by the City Council would allow the Board of Theatre Supervisors to designate movies that may be viewed only by persons 21 years or older. It would add to the board's present authority to exclude those younger than 18 from some films.

Mayor J. D. Braman signed a new ordinance allowing some movies to be designated only for those 21 or older. He acceded to the judgment of five council members who voted for the ordinance, but agreed with the dissenters that it is not enforceable. . . . Gary Dupen has been added to the MGM staff as booker. His experience includes booking at Paramount and Sterling Theatres. . . . The Shrine-Polack Brothers Circus played eight regular sell-out performances at the Seattle Center Arena, and because of demand added an extra 7:30 p.m. Sunday show.

N. E. "Kisses" Saturation Set Under COMPO Plan

BOSTON—"Kisses For My President" has been selected by the exhibitors' committee for a saturation of the New England area under the COMPO merchandising plan, sponsored by TONE (Theatre Owners of New England), Mal Green, COMPO merchandising chairman and TONE president, and Carl Goldman, COMPO coordinator and TONE executive secretary, reported. The WB film kicks off in the territory Oct. 7, with 75 prints in use.

William Kumins, New England branch manager for WB, said over 125 bookings have been set during the saturation period. The Paramount has been designated as the downtown Boston house to open "Kisses."

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The Best *from* GREAT BRITAIN

By JOCK MacGREGOR

ONCE AGAIN BRITAIN'S TOP DOZEN feature films reveal that the public has a marked preference for gay, happy go lucky, escapist fare and for typically British pictures. While there was American finance behind three of the toppers, all were made by essentially British teams or residents of long standing. Indeed, if the list were extended to cover all comers, only the general runs of certain road shows, three regular releases and one combo would be involved and the Top Dozen would still be in the Top Twenty.

While British pictures have generally had the edge on equivalent American pictures they have had to have the right chemistry. In consequence, several which have been afforded full circuit releases have still ended up among the deadmen having barely taken enough to cover prints and advertising and with little hope of earning much abroad. For instance, the distributor's gross on one $600,000 critically acclaimed but commercial disaster was $112,000. At that level even 40 per cent Eady Levy is little help.

To avoid arguments and correspondence with indignant sales managers who might claim that their picture should have been fifth and not seventh, the Top Dozen are listed alphabetically. There is, however, absolutely no question as to which picture did the best on the two circuits and the houses automatically taking the choice.

All honors on Rank go to the second Cubby Broccoli—Harry Saltzman James Bond adventure thriller, "From Russia With Love" which more than justified the extended playing time with a fabulous take—one, indeed, which it will be hard to better.

On ABC, the Stanley Baker—Cy Enfield flag waver for Joe Levine, "Zulu," carried everything before it. When initially previewed, some had grave doubts about its potential even for this market where patrons still get a kick out of a pat on the back. Once it opened there were no further qualms. It did a burster and recovered its negative costs here without a murmur.

Yet when the final take is toted up, both may be overtaken by another movie over which there was not great enthusiasm in many quarters when first previewed but about which the public has never wavered, "Tom Jones." This is an incredible picture. It seems to have more staying power than any other production. It can be played again and again to the most consistently satisfying takes and many bookers regard it as a safe standby when they are not happy about a current release. For 15 months it has never been playing in less than one London theatre.

The bread and butter or average picture is something of the past. There is now such a gap between the successes and the also rans that some executives feel that big hits are really taking more money out of the Eady Fund than necessary; that there should be a ceiling and the overages should go to the more needy. There are countless arguments for and against.

One thing certain from the Top Dozen is that the more modest picture is also a relic of the past. All cost big money. With the many counter attractions only the art house addicts seem prepared to be interested in that economically made

(Continued on page 22)

1964's Top Dozen From Great Britain

THE BARGEE
An Associated British Production

BILLY LIAR
An Anglo Amalgamated Presentation

CARRY ON JACK
A Peter Rogers Production

DOCTOR IN DISTRESS
A Betty E. Box Production

FROM RUSSIA WITH LOVE
A Saltzman-Broccoli Production

HEAVENS ABOVE
A Boulting Brothers Production

SCARLET BLADE & SON OF CAPTAIN BLOOD
A James Carreras Hammer Films Unit Program

THE SERVANT
An Elstree Distributors Presentation

A STITCH IN TIME
A Hugh Stewart Rank Production

TOM JONES
A Woodfall Production

THE VIPs
An Anatole De Grunwald—MGM Production

ZULU
A Cy Enfield-Stanley Baker Embassy Production

ASSOCIATED BRITISH PUTS THE *EMPHASIS* ON BOX-OFFICE!

HARRY H. CORBETT
DIANE CILENTO

RATTLE OF A SIMPLE MAN

CLIFF RICHARD
WALTER SLEZAK
SUSAN HAMPSHIRE
THE SHADOWS

WONDERFUL LIFE

Technicolor and Techniscope

HARRY H. CORBETT
HUGH GRIFFITH
ERIC SYKES

The BARGEE

MIRIAM KARLIN

Technicolor and Techniscope

JOE BROWN
SUSAN MAUGHAN
MARTY WILDE
HARRY H. CORBETT

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THE COMPANY WITH THE INTERNATIONAL OUTLOOK

THE BEST FROM GREAT BRITAIN

(Continued)

Rossano Brazzi and Maureen O'Hara in a scene from Delmer Daves' Warner Brothers production, "The Affair At The Villa Florita," which was shot in Italy and England.

little picture which was shot on a shoe string. And by the same token let's not be coy about the fact that if it were not for the dubbed Italian spectacles many of these theatres without access to the main circuit releases would be out of business.

An unsolved problem facing the industry is the present value of stars. They are an unquestioned glamor asset, but none seems able to save a subject and ironically the more some have a say in a production the less successful it can prove.

While many may see a picture because a star's presence is accepted as an endorsement, few go to see the star irrespective of the subject.

Maybe "The VIPs" was helped to the top by the galaxy of stars, but they were backed by sound story values, brilliant writing and direction and an air of lush, escapism. Word of mouth I should say, was the strongest selling point for "Tom Jones" and I doubt whether many who have seen it could say who Albert Finney was or name any of the cast. There has been no rush to see him in his subsequent picture, "Night Must Fall."

Peter Sellers can do no wrong here in comedy. He scored neatly in the Boulting's "Heaven Above" and the imported "Pink Panther," but there was no mad rush for Stanley Kubrick's "Dr. Strangelove," despite the number of characters which he plays. Furthermore, the public regard "The World of Henry Orient" (which though in release did not come into the main July '63—June '64 period of this survey) as a bit of swindle for having been sold on his name when he makes so brief an appearance. His "Shot in the Dark" is now eagerly awaited.

Norman Wisdom remains a law unto himself. His Rank comedies have been as consistently successful as his independent efforts have been off.

His latest, "A Stitch in Time," was outstandingly his most successful and in many locations topped "Russia With Love" money, but this year he is not making a picture. The parties concerned could not come to terms over a subject and there has been no apparent rush of proposals from other producers.

The most consistent without being spectacular of all British actors is Dirk Bogarde. He must certainly not be underestimated. The only non-escapist picture in the Top Dozen (Joseph Losey's raw sex drama, "The Servant") stars him, and his presence plus the outstanding reviews could well have edged this offbeat subject into such real money in the big centres as to compensate for some coolness in the less sophisticated areas. His return to the series also put "Doctor in Distress" among the top liners again and his other third release for the period, "Hot Enough for June," was prominent among the also rans.

If Stanley Baker's presence did not actually add to the success of "Zulu" the film must definitely enhance his personal boxoffice potential. Rugged, manly, and dedicated, he is a

(Continued on page 24)

Ursula Andress, Rosenda Monteros, and John Richardson in a scene from "She," Hammer-Seven Arts Production for Warner-Pathe release.

Bernard Cribbins and Barbara Windsor in "Carry On Spying," organized insanity from Peter Rogers for Anglo-Amalgamated through Warner-Pathe.

SBE

Completed: RATTLE OF A SIMPLE MAN

In preparation: THE RIGHT HONORABLE GENTLEMAN
LAUGHTER IN THE DARK
PICTURE OF THE YEAR
GOD HAS NO COUNTRY

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Chairman & Executive Producer: Sydney Box
Managing Director: William V. Gell

THE BEST FROM GREAT BRITAIN

(Continued)

fine actor who has been deserving better roles than he has been getting.

Still unproven is Sean Connery. There is no question about the popularity of 007—James Bond, but I was not so impressed with the public reaction when I saw "Woman of Straw," which is not the brightest picture and has done no better than it deserves. This could be the price of appearing in a successful series for previously his big picture appearances have been restricted to minor roles.

A series which just will not lie down is Peter Rogers' "Carry Ons." On several occasions he has decided to wind it up only to have the public clamor for more. With a steady changing of characters, the magic success formula has been maintained. "Carry On Jack" blasted its way into the Top Dozen and "Carry On Cabby," which started life as "Call me A Cab" anyway, was within hailing distance.

These comedies have provided Nat Cohen and Stuart Levy with a very sound income for their Anglo-American setup, which has another picture among the elite, that classy comedy, "Billy Liar."

A newcomer, Harry E. Corbett, helped Associated British's "The Bargee" into the top bracket despite a late release and hot weather. He made a big hit in the TV series "Steptoe and Son" and seems to be one of the few artists who has succeeded in getting his fans to follow him into a cinema. This could be due to the series being on BBC, which appeals to the more discriminating, that there were only a limited number of episodes which were repeated, and that he was not over exposed. In consequence, the appetite was whetted but not sated. Next he will be seen in the Associated British release, "Rattle of a Simple Man," which marks the return of Sydney Box to active production. And how good it is to see him back in harness. He lost out in the battle to acquire British Lion some months ago as he considered certain terms abortive. With strong financial backing he is shortly launching a three picture multi-million dollar program but is not entirely sure which of the subjects owned will be involved.

There are three other newcomers of distinction. They are Michael Caine, who appeared in "Zulu" and will be seen in "The Ipcress File"; David Weston who caught the eye in "Becket," "Doctor in Distress," and "Masque of the Red Death" and has been chosen by Walt Disney for the title role in the forthcoming "The Legend of the Young Dick Turpin"; and James Fox who impressed as the spineless young socialite in "The Servant" and is starring in "Those Magnificent Men and Their Flying Machines." The only actress to rate mention as a potential newcomer is Susan Hampshire, who handled a difficult role well in "Night Must Fall," and is in "Wonderful

Harry H. Corbett and Diane Cilento star in "Rattle Of A Simple Man," Sydney Box Production for Associated British, produced by William Gell.

The Baker Twins in an appealing sequence in Grand National Pictures musical, "Every Day's A Holiday," produced by Maurice J. Wilson and Ronald J. Kahn.

"Wonderful Life," presented by Elstree Distributors and starring Cliff Richard, comes from Associated British Elstree Studios for Warner-Pathe.

BEST BRITISH ROAD SHOW

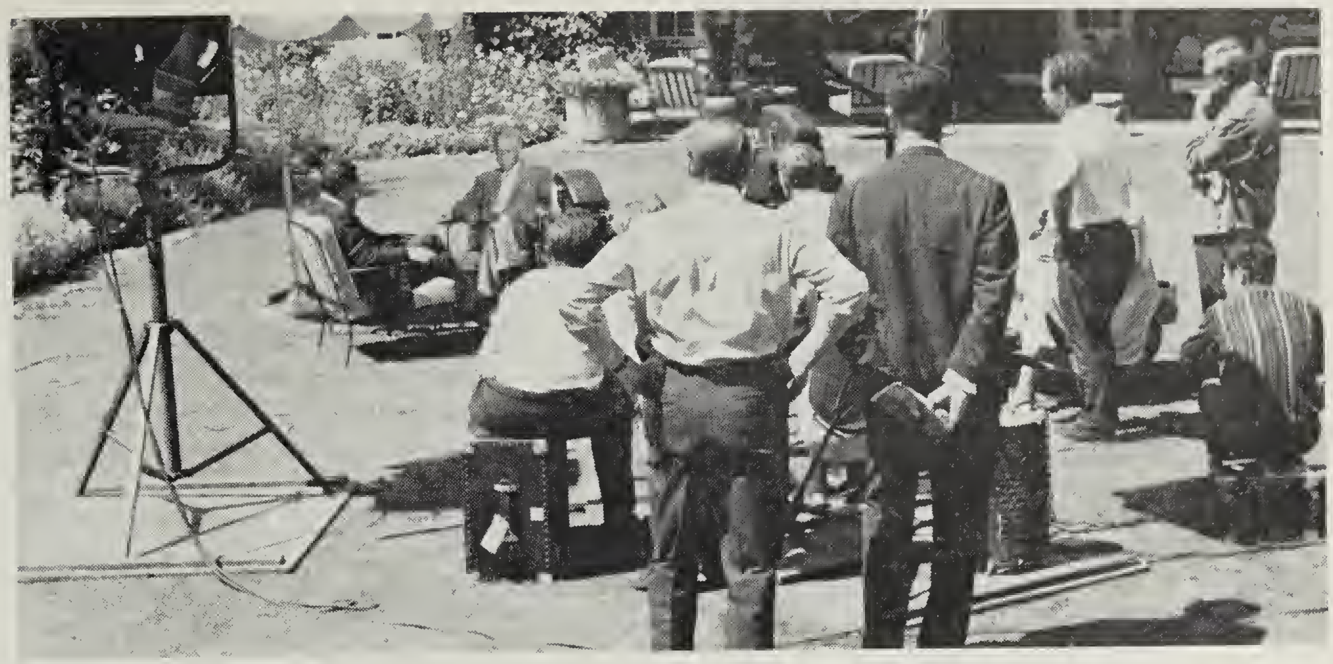
Sam Spiegel's LAWRENCE OF ARABIA (for 2nd year)

BRITISH SLEEPER OF THE YEAR

THE YELLOW TEDDYBEARS—
A Compton-Cameo Presentation

THE INTERNATIONAL COMBO OF THE YEAR

Charles H. Schneer's JASON AND THE ARGONAUTS & SIEGE OF THE SAXONS



The Duke of Windsor faces the film cameras as shooting gets underway for "A King's Story" in the gardens of his country home near Paris. Jack LeVien, producer, seated opposite the Duke, is seen interviewing him. Director Harry Booth is third from right.

Life" and "Thomasina."

Despite the efforts of certain producers, distributors and intellectuals Britain remains a double feature market. Supports may be criticised but drop them and the public seems to hold off. Many believe that "Dr. Strangelove" and "Heavens Above" would have done better had they played with second features instead of shorts.

There is a particularly big demand for the well-balanced exploitation combo in which there is plenty of action and adventure. Ever mindful of this and the vastly important family market, Jim Carreras imported "Son of Captain Blood" to support his Hammer Films Production "The Scarlet Blade" and did a bomb.

The biggest moneymaking combo of the year was offered by Charles H. Schneer, but does not qualify for The British Top Dozen despite his residence here. "Jason and the Argonauts" was made abroad but it was supported by his British effort, "Siege of the Saxons." Charles has become the remarkable all rounder of the industry. Not only has he developed a flair for finding popular showmanship subjects and doing a fine producer's job, but he is proving a hell of an exploiteer when the programs are available for release. He is certainly not guilty of producing only to please himself and possibly the critics though his pictures which he lovingly describes as "kidult" satisfy all brows and ages.

Sam Spiegel's "Lawrence of Arabia," Britain's first road show, continues for the second year as the Top Road Show. It has been joined by Hal Wallis' "Becket" but this has not yet had enough dates to form a pattern and has been battling the weather. Indeed, there have not been many reports from the roadshow front. Cinerama's "How The West Was Won" has been more than holding its own and the theatres concerned have found no shortage of product with "Cleopatra," "Fall of the Roman Empire," "Mad World," "Circus World," and Carl Foreman's "The Victors" going the rounds.

Of the Top Dozen regular releases it will be observed that the majority were ABC releases but this is no reflection on Rank who had such plums as "Russia," "Tom Jones," "Doctor in Distress" and "Stitch in Time." They also played the "Jason" combo and Irving Allen's "The Long Ships," which, though it did not qualify for quota despite a mainly British unit, would otherwise have been among the elite. Rank Theatres also had the regular runs of "Longest Day," "West Side Story," and "El Cid" and the three most successful imports, "Charade," "Great Escape" and "Pink Panther" which were all filmed on the Continent.

The release pattern has become so firmly streamlined into two outlets that it would not now be possible to form a third equal to their potential. Even today, while the sky's the limit for the hit, a well made picture can equally die on a circuit as I have already recorded.

The outlook for the producer who does not get a "Rank" or "ABC" release (and it must be reiterated that much of their

(Continued on page 28)

In Hammer's best swashbuckling manner comes "The Devil-Ship Pirates," starring Christopher Lee and for release through Warner-Pathe.

Vincent Price and Elizabeth Shepherd star in the American International—Anglo Amalgamated "The House At The End Of The World."

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CLIFF RICHARD

SPARROWS CAN'T SING

THE SERVANT
Internationally acclaimed at the Venice and New York film festivals, now establishing a new long-run record at the Little Carnegie, New York.

BRITAIN'S CURRENT RECORD-BREAKER
CLIFF RICHARD
WALTER SLEZAK
SUSAN HAMPSHIRE
The SHADOWS

WONDERFUL LIFE

Featuring MELVYN HAYES
DEREK BOND
RICHARD O'SULLIVAN
and UNA STUBBS

THE GRADE ORGANISATION LTD., REGENT HOUSE. 235-241 REGENT ST., LONDON W.1. ENGLAND. Cables GRADAGE, LONDON W.1.
ELSTREE DISTRIBUTORS LTD., RELEASING THROUGH A. B. PATHE, 2-4 DEAN STREET, LONDON, W.1. ENGLAND.

Thank you,

CLIFF RICHARD

THE BEST FROM GREAT BRITAIN

strength lies in the many independent theatres which almost automatically take one or other of the circuits' choices where it is available) is bleak.

True many fine theatres are barred and have to look for product elsewhere. Theorectically there is still a "Third" release but no major distributor has offered it a picture for months. As one recently revealed, a full coverage in London needs 30 prints and with present trends the potential does not justify the gamble on the cost.

A backlog of British and American pictures has built up. Some have been awaiting more than a year. Some are held up for suitable pairings; others are "Adults Only" subjects which have been kept away from holiday dates.

Two gentlemen with unenviable tasks are Rank's George Pinches and ABC's Bob Barton, the top bookers. All sorts of abuse has been hurled at them by producers whose pictures have not been accepted as solo top features or have been delayed. They should worry! The public, by its support for a delayed picture, has yet to prove them wrong. There has certainly been no rush by independents to book such movies.

The most outstanding money maker not to get a circuit release was Compton Cameo's exploitation special "The Yellow Teddybears." It was planned as such and initially offered by Tony Tenser and Michael Klinger to their regular independent customers. Nursed by careful publicity it flourished. The circuits picked it up and played it where they had suitable houses most successfully, but this was not a case of the bookers missing it even if it had been offered. It would have been lost in the vast countless auditoria of a regular mass circuit release.

The envy of all is Elstree Distributors. They have yet to have a picture not in the Top Dozen! Headed by Leslie Grade and Kenneth Harper they launched forth with Cliff Richard's highly successful "The Young Ones." Last year they presented both the phenomenally successful "Summer Holiday," again with Cliff, and "Sparrows Can't Sing." Currently they are among the honors with the offbeat "The Servant," from which many a promoter had previously shied. Now their latest release "Wonderful Life," again with the indefatigible Cliff (who is not listed among the current British stars as he had no release during the period) is demanding extended playing time and returned dates throughout the country. It is a unique record.

British exhibitors have really been battling with the weather this summer but the Fall looks none too bad for them. There is certainly no shortage of potential hits to compete for the 1965 Laurel Awards.

Already showing in the ante-post betting field and standing up to the weather are Walter Shenson' The Beatles "Hard Day's Night," Schneer's new combo "First Men on the Moon" and "East of Sudan," The Mirisch's "633 Squadron," and Peter Rogers' "Carry on Spying." And many an astute exhibitor will be giving them second chances when the weather cools off.

Additionally, there is the eagerly awaited third James Bond, "Goldfinger," which is to be honored with showcasing and more guaranteed extended playing than afforded any other picture, "Rattle of the Simple Mann' and 20th Fox's "Guns at Batasi" plus such potential American hits as "The Carpetbaggers," "Yesterday, Today and Tomorrow" and "Night of the Iguana" to warm the cockles of an exhibitor's heart on a raw autumn night.

THE TOP MUSICAL OF THE YEAR!
GROOVY SINGERS! BIG BEAT NUMBERS!
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SUN AN' FUN BEACH SHOW FOR THE KIDS
IN (AND OUT OF) JEANS!

EVERY DAY'S A HOLIDAY

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JOHN LEYTON MIKE SARNE THE BAKER TWINS
AND THOSE TWO TOP-CHART MERSEYBEATING POP GROUPS
FREDDIE and THE DREAMERS and THE MOJOS
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to worthy achievement!

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OF THE
MOTION PICTURE INDUSTRY
LAUREL AWARDS

1964 LAUREL AWARDS

Presented annually since 1948, pursuant to an
INTERNATIONAL POLL of THEATRE EXECUTIVE OPINION
conducted by the STUDIO SURVEY Department.

STUDIO SURVEY appears as a special feature department of MOTION PICTURE EXHIBITOR and is devoted exclusively to the arts, people, creative ability, and physical properties making up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to west coast representative William M. Schary, 818 S. Curson, Los Angeles, Calif. 90036. For all other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications Inc. Publishing office: 317 North Broad Street, Philadelphia, Pennsylvania 19107. New York Office: 1600 Broadway, Suite 604, New York, N. Y. 10019.

September 30, 1964

The Sizzle And The Steak

Behind every edition of MOTION PICTURE EXHIBITOR's annual Laurel Awards stretches a year of drama, laughter, heartbreak, failure and success. Each year, balloting exhibitors are asked to choose a handful of films from the hundreds that have filled the world's screens through the year, and those personalities, both players and production people, whose contributions epitomize the best in the traditions of the motion picture.

The first Laurel Award is bestowed upon the man who the voting exhibitors feel has done the most for the industry during the year past. It is difficult to sum up the contributions of this year's winner, Joseph E. Levine, president of Embassy Pictures Corp.

By now, the name has come to mean something special to everyone in the business, for its possessor has become a folk hero in his own right. Joe seems to relish the very aspects of this fickle industry of ours that have struck fear into the hearts of banking houses and stockholders for over half-a-century. While others work feverishly to systematize their approaches to market and product in an attempt to cushion the high risk that has plagued the business, Joe guides his prospering film company in the best traditions of the horse trader.

He gambles with the abandon of a born winner, paying unknown prices for embryonic scripts, laying out heavily for a campaign on a picture that is mostly campaign, venturing into deals that would stagger most mortal imaginations.

JOSEPH E. LEVINE

Joe, in a word, is a showman in the tumultuous traditions of Phineas Taylor Barnum. When he says, "I'll show you a campaign," one can almost feel the strange apparatus out of which is born the bally, the hoopla, and the spectacular go into motion.

He is adroit at dipping into the talent pool and coming up with boxoffice magic. Remember the year 1957 and an uneven adventure drama by the name of "Boy On A Blue Dolphin"? Alan Ladd, Clifton Webb, and Sophia Loren were billed, Sophia sharing the attraction board copy with the beautiful islands of Greece in glorious color. A scant seven years later, the names Levine and Loren are near the top of any industry who's who.

All this is not to intimate that Joe serves all "sizzle" and no "steak." As he has grown in stature, the films bearing the Levine imprint have grown in worth and importance. The showman must have something to sell, and Joe prospers by providing excellent motion picture entertainment and imaginative selling; quite a combination.

The past year has seen a resurgence of interest in motion picture entertainment. This is no accident. As television's mediocrity and mass appeal grows more pale to a more demanding, discerning populace, it is only natural that they turn for unusual and exciting entertainment to the magic world that can only be entered by way of the theatre boxoffice.

There are old favorites and new faces in the list of this year's Laurel Award winners. They share one attribute—talent. They are dedicated to a single goal—quality motion pictures. No other enterprise demands such individual effort and yet such teamwork. These demands are great, and so are the risks involved in terms of time and money.

Fortunately, the rewards and the recognition are also great. We are proud to join in saluting this industry's best.

One fact that continues to impress the observers of the motion picture scene and is driven home by these Laurel Award results is the continuing internationalization of the motion picture scene.

Check just about any category, and you will find winners who are international favorites. While politicans wrangle over the question, film makers know that the miracle of modern communications is continually bringing peoples of different nations and different backgrounds closer together.

This is true with films as well as with personalities. Many of the features that have found the widest favor with audiences recently would have been considered specialized product just a few short years ago. They would have drawn a dedicated but relatively small audience and would have disappeared from the industry scene after a few playdates.

This is no longer true. A worthwhile film, regardless of its origin, can be assured the widest possible ditribution. There is no doubt that the critical sense of the public is constantly being sharpened. That's another reason for these awards.

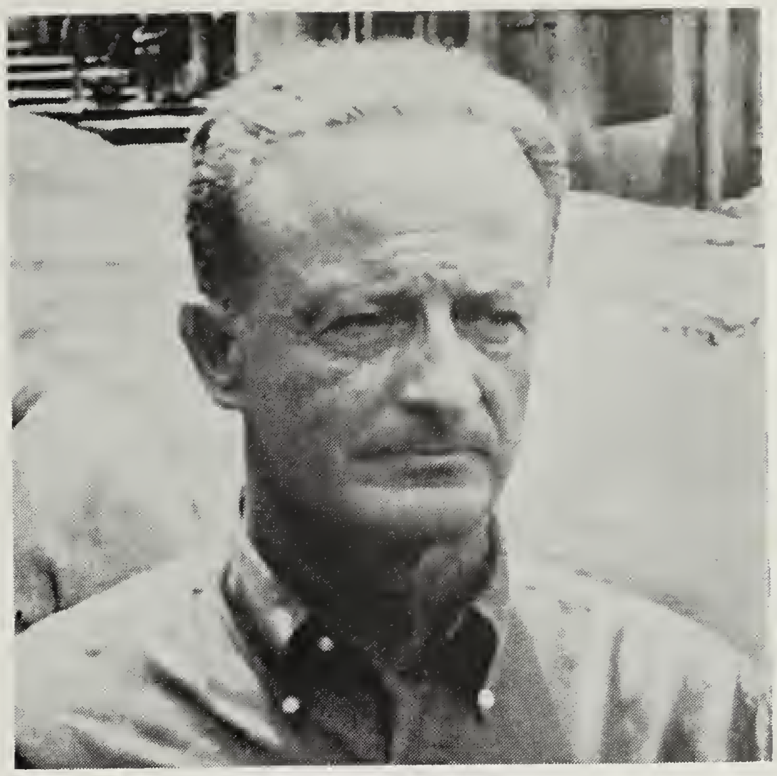
In addition to honoring the fine achievements of the past year, the Laurel Awards serve as a guide for the future—one that today is bright with promise.

Here are the winners:

1964 Laurel Award Winners:

TOPLINER

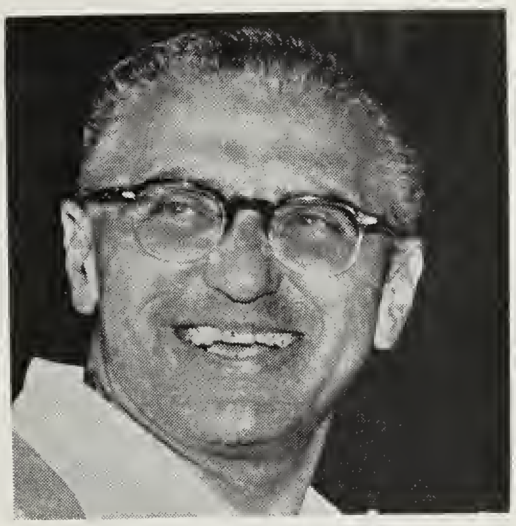
Directors



1. FRED ZINNEMANN

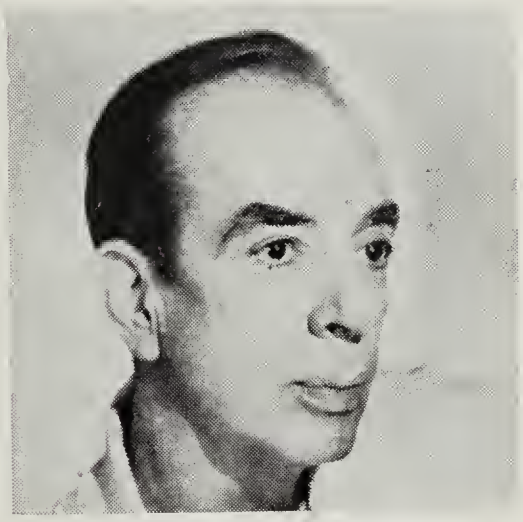
2. JOSEPH L. MANKIEWICZ

3. TONY RICHARDSON

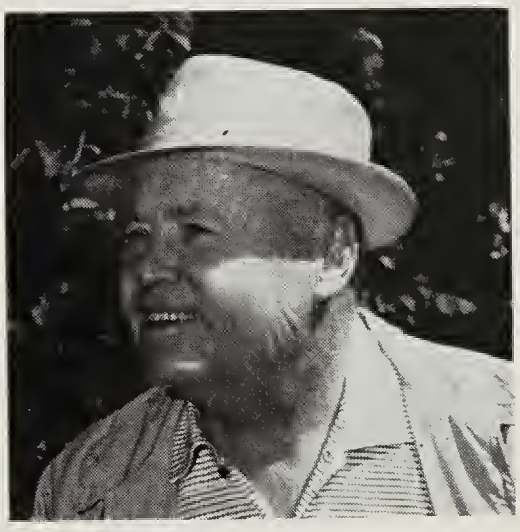


4. GEORGE CUKOR

5. BLAKE EDWARDS



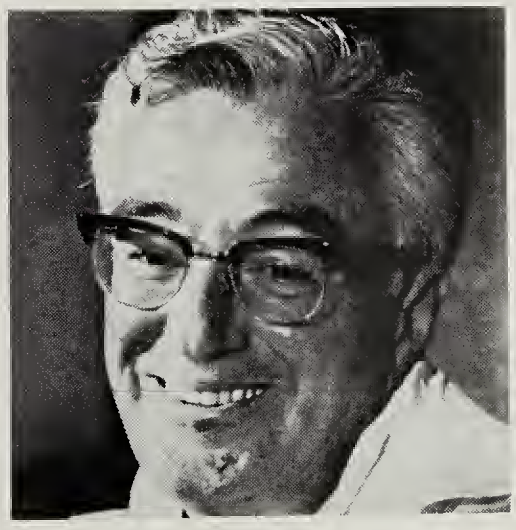
6. VINCENTE MINNELLI



7. HENRY HATHAWAY

8. JOHN STURGES

9. VITTORIO DE SICA



10. STANLEY KUBRICK

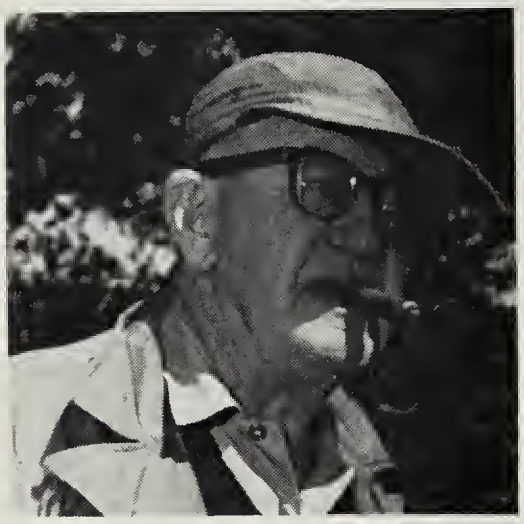
1964 Laurel Award Winners:

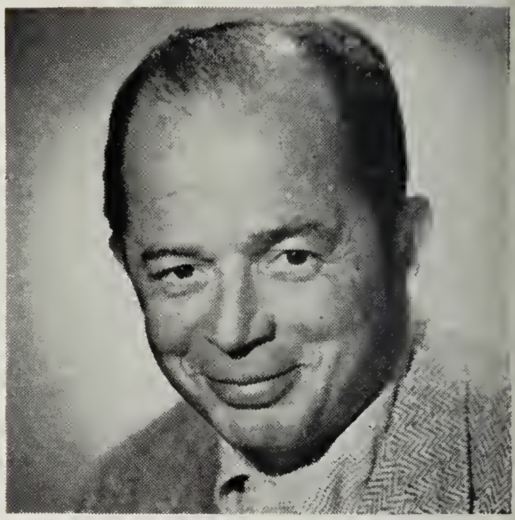
TOPLINER

Producer-Directors

1. ALFRED HITCHCOCK

2. JOHN HUSTON


3. JOHN FORD


4. BILLY WILDER

5. STANLEY KRAMER

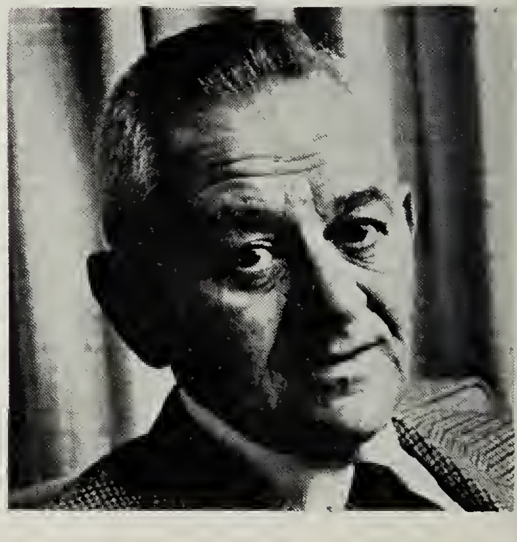
6. GEORGE STEVENS

7. OTTO PREMINGER

8. DELMER DAVES

9. MERVYN LE ROY

10. WILLIAM WYLER



1964 Laurel Award Winners:

TOPLINER

Producers

1. WALT DISNEY

2. ROSS HUNTER

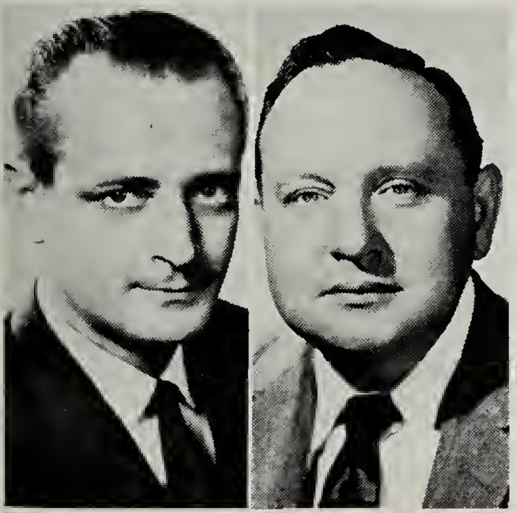
3. HAL B. WALLIS

4. SAM SPIEGEL

5. DARRYL F. ZANUCK

6. WALTER MIRISCH

7. CARL FOREMAN



8. JAMES A. NICHOLSON
SAMUEL Z. ARKOFF

9. SAMUEL BRONSTON

10. AARON ROSENBERG

BEST GENERAL ENTERTAINMENT

Lilies of the Field

PRODUCTION: Ralph Nelson
DIRECTION: Ralph Nelson
CAST: Sidney Poitier, Lilia Skala, Lisa Mann, Isa Crino, Francesca Jarvis, Pamela Branch, Stanley Adams, Dan Frazer, Ralph Nelson
SCREENPLAY: James Poe
RELEASED BY: United Artists

NELSON

BEST DRAMA

Hud

PRODUCTION: Martin Ritt and Irving Ravetch
DIRECTION: Martin Ritt
CAST: Paul Newman, Melvyn Douglas, Patricia Neal, Brandon de Wilde, John Ashley, Whit Bissell, Crahan Denton
SCREENPLAY: Irving Ravetch and Harriet Frank, Jr., from a novel by Larry McMurty
RELEASED BY: Paramount

RITT

BEST COMEDY

Tom Jones

RICHARDSON

PRODUCTION: Tony Richardson
DIRECTION: Tony Richardson
CAST: Albert Finney, Susannah York, Hugh Griffith, Dame Edith Evans, Joan Greenwood, Diane Cilento, George Devine, David Tomlinson, George A. Cooper
SCREENPLAY: John Osborne, based on the Fielding novel
COLOR: Eastman Color
RELEASED BY: United Artists

BEST ACTION DRAMA

McLintock

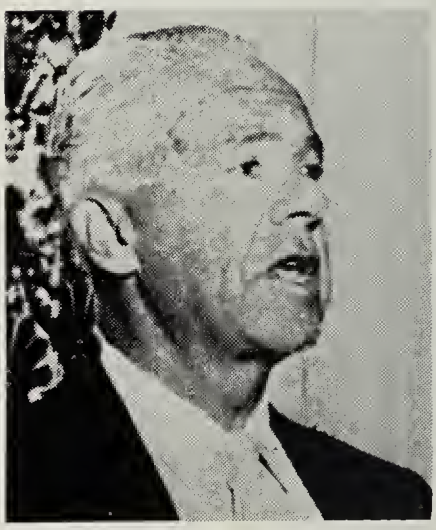
MC LAGLEN

PRODUCTION: Michael Wayne
DIRECTION: Andrew V. McLaglen
CAST: John Wayne, Maureen O'Hara, Yvonne De Carlo, Patrick Wayne, Stephanie Powers Jack Kruschen, Chill Wills
SCREENPLAY: James Edward Grant
COLOR: Technicolor
RELEASED BY: United Artists

BEST ROADSHOWS

Cleopatra

PRODUCTION: Walter Wanger
DIRECTION: Joseph L. Mankiewicz
CAST: Elizabeth Taylor, Richard Burton, Rex Harrison, Pamela Brown, George Cole, Hume Cronyn, Cesare Danova, Kenneth Haigh, Andrew Kier, Martin Landau, Roddy McDowall, Robert Stevens, Francesca Annis, Gregoire Aslan, Martin Benson
SCREENPLAY: Joseph L. Mankiewicz, Ronald MacDougall, Sidney Buchman
COLOR: DeLuxe
RELEASED BY: Twentieth Century-Fox



WANGER

It's a Mad, Mad, Mad, Mad World

PRODUCTION: Stanley Kramer
DIRECTION: Stanley Kramer
CAST: Spencer Tracy, Milton Berle, Sid Caesar, Buddy Hackett, Ethel Merman, Mickey Rooney, Dick Shawn, Phil Silvers, Terry Thomas, Jonathan Winters, Edie Adams, Dorothy Provine, Eddie "Rochester" Anderson, Jim Backus, Ben Blue, Alan Carney, Barrie Chase, William Demarest, Peter Falk, Buster Keaton, Joe E. Brown
SCREENPLAY: William and Tania Rose
COLOR: Technicolor
RELEASED BY: United Artists

KRAMER

1964 Laurel Award Winners:

SLEEPERS

Flipper

PRODUCTION: Ivan Tors
DIRECTION: James B. Clark
CAST: Chuck Connors, Luke Halpin, Kathleen Maguire, Connie Scott, and Mitzi
SCREENPLAY: Arthur Weiss, based on a story by Ricou Browing and Jack Cowden
COLOR: Metrocolor
RELEASED BY: Metro-Goldwyn-Mayer

Beach Party

PRODUCTION: Samuel Z. Arkoff
DIRECTION: William Asher
CAST: Bob Cummings, Dorothy Malone, Frankie Avalon, Annette Funicello, Harvey Lembeck, Jody McCrea, John Ashley Morey Amsterdam, Eva Six, Dick Pale
SCREENPLAY: Lou Rusoff
COLOR: Pathe Color
RELEASED BY: American International

SPECIAL AWARD

Edith Head

EDITH HEAD

A SPECIAL AWARD is hereby presented to costume designer Edith Head, who dresses up the movies and generates news in the world of fashion with the creations that are seen in each of her films.

BEST DRAMAS

The Great Escape

PRODUCTION: John Sturges
DIRECTION: John Sturges
CAST: Steve McQueen, James Garner, Richard Attenborough, James Donald, Charles Bronson, Donald Pleasance
SCREENPLAY: James Clavell and W. R. Burnett, based on the book by Paul Brickhill
COLOR: Deluxe
RELEASED BY: United Artists

The Cardinal

PRODUCTION: Otto Preminger
DIRECTION: Otto Preminger
CAST: Tom Tryon, Romy Schneider, Carol Lynley, John Huston, Jill Haworth, Raf Vallone, John Saxon, Josef Meinrad, Burgess Meredith
SCREENPLAY: Robert Dozier, based on the novel by Henry Morton Robinson
COLOR: Technicolor
RELEASED BY: Columbia

Love With the Proper Stranger

PRODUCTION: Alan J. Pakula
DIRECTION: Robert Mulligan
CAST: Natalie Wood, Steve McQueen, Edie Adams, Herschel Bernardi, Tom Bosley, Penney Santon
SCREENPLAY: Arnold Schulman
RELEASED BY: Paramount

Seven Days in May

PRODUCTION: Edward Lewis
DIRECTION: John Frankenheimer
CAST: Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner, Edmond O'Brien, Martin Balsam, George Macready, Whit Bissell
SCREENPLAY: Rod Serling
RELEASED BY: Paramount

BEST COMEDIES

Irma La Douce

DIRECTION: Billy Wilder
PRODUCTION: Billy Wilder
CAST: Jack Lemmon, Shirley MacLaine, Lou Jacobi, Bruce Yarnell, Herchel Bernardi, Hope Holiday, Paul Dubov
SCREENPLAY: Billy Wilder and I. A. L. Diamond
COLOR: Technicolor
RELEASED BY: United Artists

HOTEL
CASANOVA

Charade

PRODUCTION: Stanley Donen
DIRECTION: Stanley Donen
CAST: Gary Grant, Audrey Hepburn, Walter Matthau, James Coburn, George Kennedy, Ned Glass, Jacques Marin, Paul Bonifas
SCREENPLAY: Peter Stone, based on a story by Stone and Marc Behm
COLOR: Technicolor
RELEASED BY: Universal

Bye, Bye Birdie

PRODUCTION: Fred Kohlmar
DIRECTION: George Sidney
CAST: Janet Leigh, Dick Van Dyke, Ann Margret, Maureen Stapelton, Bobby Rydell, Jesse Pearson
SCREENPLAY: Irving Brecher based on the musical by Michael Stewart
COLOR: Eastman Color
RELEASED BY: Columbia

NRAD BIRDIE

Move Over, Darling

PRODUCTION: Aaron Rosenberg and Martin Melcher
DIRECTION: Michael Gordon
CAST: Doris Day, James Garner, Polly Bergen, Thelma Ritter, Fred Clark, Don Knotts, Edgar Buchanan
SCREENPLAY: Hal Kanter and Jack Sher
COLOR: DeLuxe
RELEASED BY: Twentieth Century-Fox

1964 Laurel Award Winners: BEST ACTION DRAMAS

Dr. No

PRODUCTION: Harry Saltzman and Albert R. Broccoli
DIRECTION: Terence Young
CAST: Sean Connery, Ursula Andress, Joseph Wiseman, Jack Lord, Bernard Lee, Anthony Dawson, Zena Marshall
SCREENPLAY: Richard Maibaum, Johanna Harwood, and Berkely Mather
COLOR: Technicolor
RELEASED BY: United Artists

55 Days at Peking

PRODUCTION: Samuel Bronston
DIRECTION: Nicholas Ray
CAST: Charlton Heston, Ava Gardner, David Niven, Flora Robson, John Ireland, Harry Andrews, Leo Genn, Robert Helpmann
SCREENPLAY: Philip Yordan and Bernard Gordon
COLOR: Technicolor
RELEASED BY: Allied Artists

4 for Texas

PRODUCTION: Robert Aldrich
DIRECTION: Robert Aldrich
CAST: Frank Sinatra, Dean Martin, Anita Ekberg, Ursula Andress, Charles Bronson, Victor Buono, Edric Connor, Nick Dennis
SCREENPLAY: Teddi Sherman and Robert Aldrich
COLOR: Technicolor
RELEASED BY: Warner Bros.

Captain Sindbad

PRODUCTION: Frank and Herman King
DIRECTION: Byron Haskin
CAST: Guy Williams, Heidi Bruhl, Pedro Armendariz, Abraham Sofaer, Bernie Hamilton
COLOR: Technicolor
RELEASED BY: Metro-Goldwyn-Mayer

Columbia Pictures Congratulates Fred Zinnemann . . . Producer - Director of "Behold A Pale Horse" on being honored as The Laurel Award #1 Director

Thank you, Exhibitors, for this honour and for your

Creative Presentation of

"SHOT IN THE DARK"

and

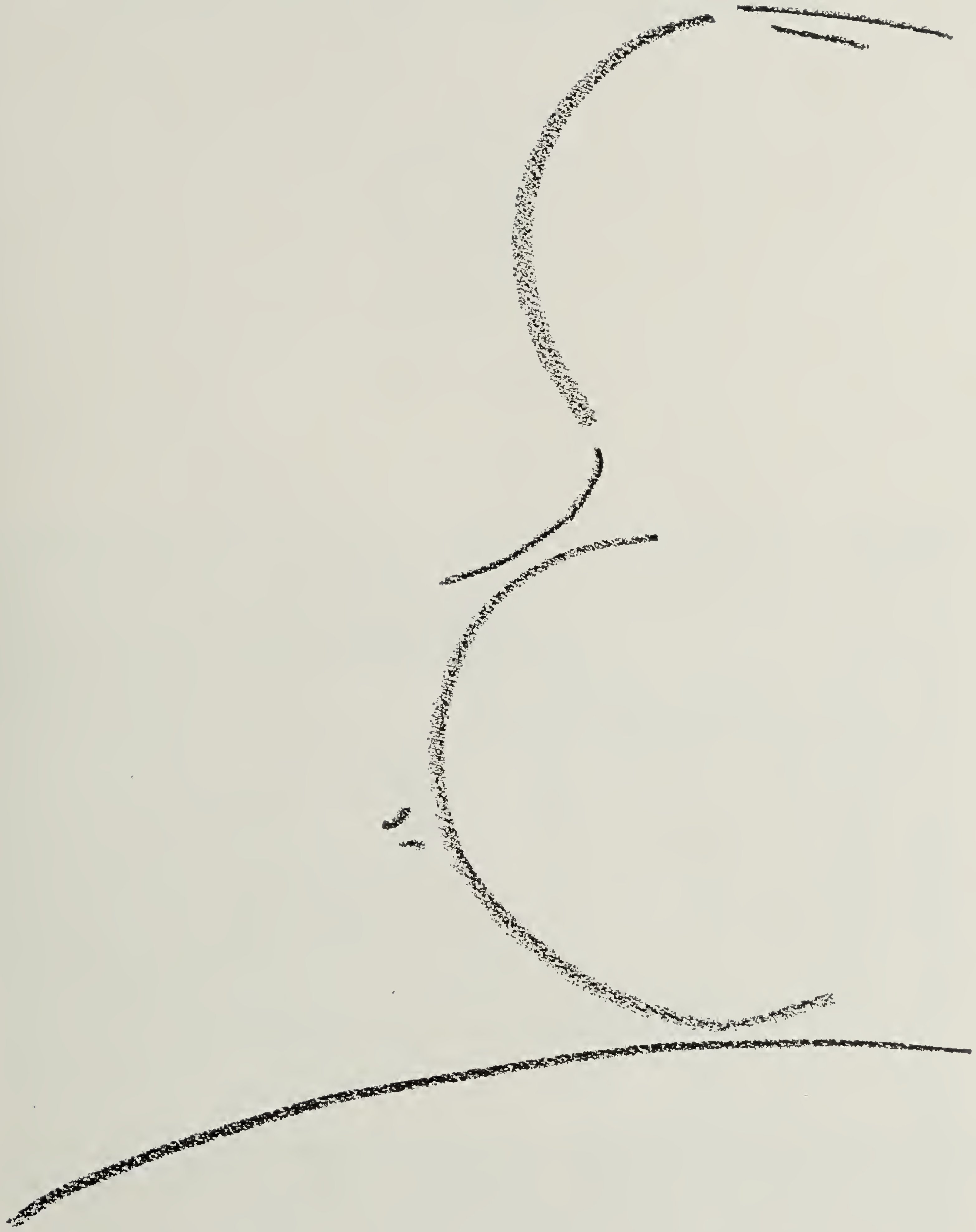
"THE PINK PANTHER"

BLAKE EDWARDS

EXHIBITOR
LAUREL AWARD
1964

CURRENTLY FILMING:

"THE GREAT RACE"



GEORGE STEVENS'

THE GREATEST STORY EVER TOLD

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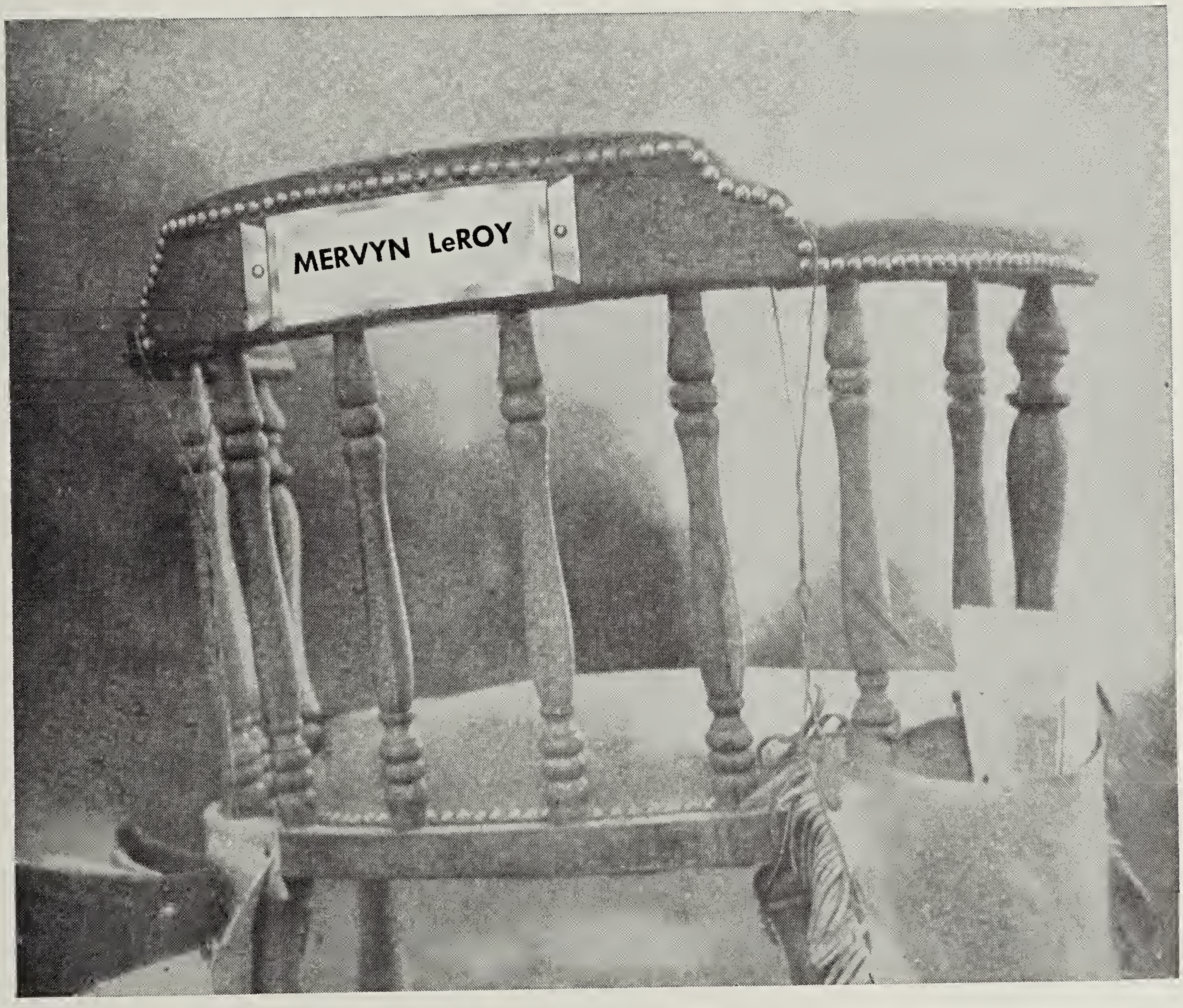
Thank you, again,

STANLEY KUBRICK

EXHIBITOR
LAUREL AWARDS
1964


MERVYN LeROY

Thank you for International Laurel Awards
for 15 consecutive years . . . 1949-1963

Our sincere appreciation to all who made the Laurel Award possible for us. We look forward to bringing to the exhibitors of America many more films that will be profitable to their box offices. Our thanks again from all of us at American International Pictures.

James H. Nicholson and Samuel Z. Arkoff

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Thanksgiving release

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President

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1964 Laurel Award Winners:

TOPLINER

Female Stars

1. DORIS DAY

4. DEBBIE REYNOLDS

5. SHIRLEY MAC LAINE

6. ANN-MARGRET

10. JANE FONDA

11. JOANNE WOODWARD

12. DEBORAH KERR

2. ELIZABETH TAYLOR

3. NATALIE WOOD

7. SANDRA DEE

8. HAYLEY MILLS

9. CARROLL BAKER

13. SOPHIA LOREN

14. MAUREEN O'HARA

15. AUDREY HEPBURN

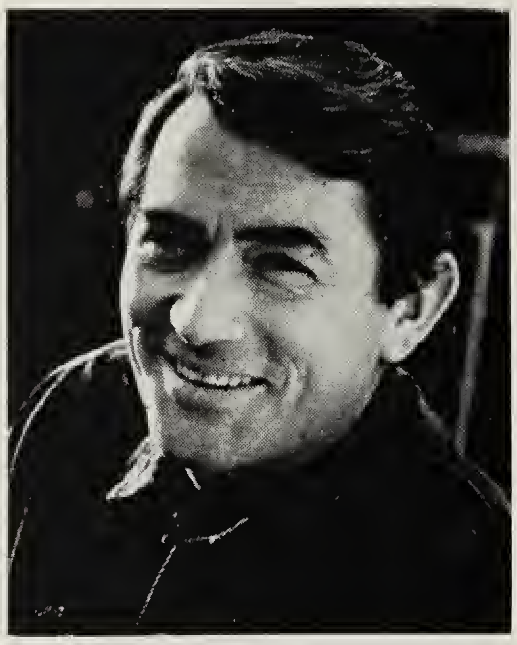
1964 Laurel Award Winners:

TOPLINER

Male Stars

I. CARY GRANT

4. JOHN WAYNE



5. GREGORY PECK

6. STEVE MC QUEEN

10. FRANK SINATRA

11. JAMES STEWART

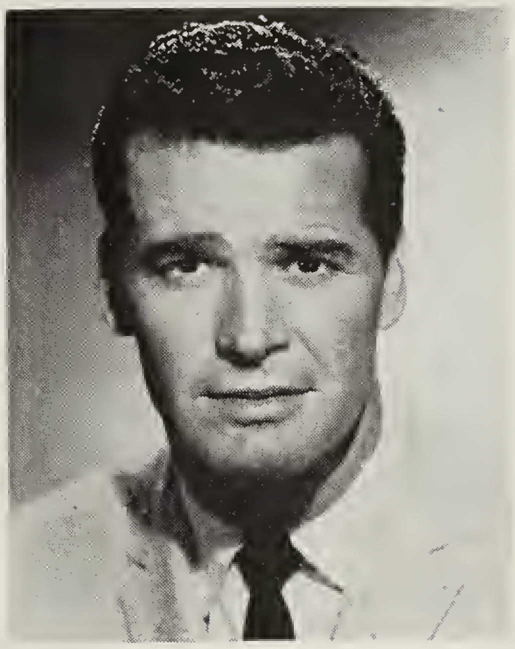
12. ELVIS PRESLEY

2. ROCK HUDSON

3. JACK LEMMON

7. PAUL NEWMAN

8. JERRY LEWIS


9. JAMES GARNER

13. WILLIAM HOLDEN

14. TONY CURTIS

15. BURT LANCASTER

1964 Laurel Award Winners:

TOPLINER

Dramatic

FEMALE

1. PATRICIA NEAL
"Hud"

2. NATALIE WOOD
"Love With The Proper Stranger"

3. LESLIE CARON
"The L-Shaped Room"

4. POLLY BERGEN
"The Caretakers"

5. JOANNE WOODWARD
"The Stripper"

Performances

MALE

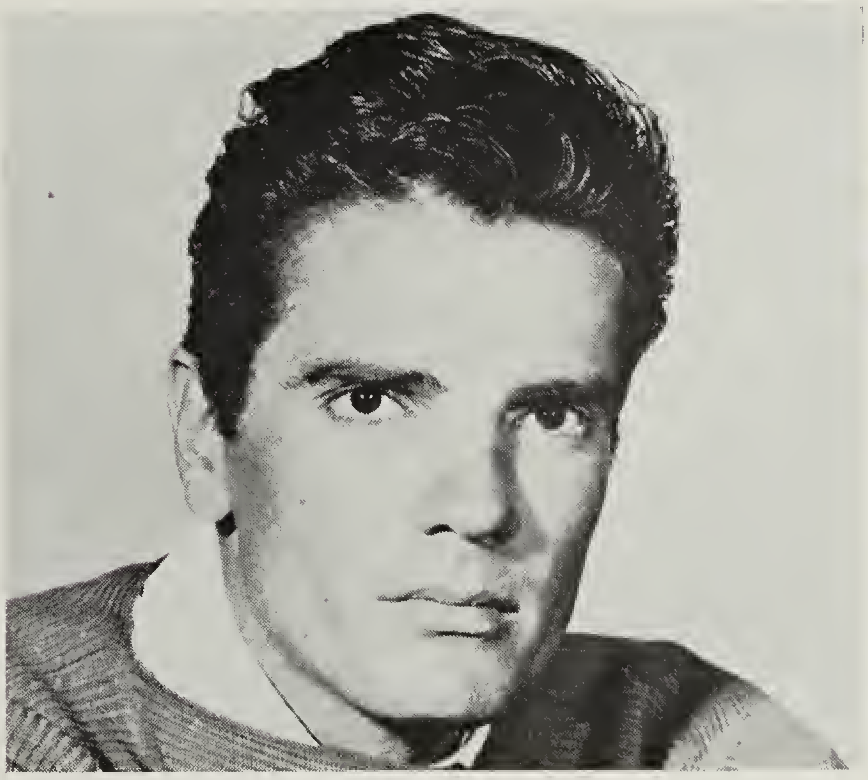
1. PAUL NEWMAN
"Hud"

2. REX HARRISON
"Cleopatra"

3. SIDNEY POITIER
"Lilies Of The Field"

4. BURT LANCASTER
"Seven Days In May"

5. TOM TRYON
"The Cardinal"



1964 Laurel Award Winners:

TOPLINER

Comedy

FEMALE

1. SHIRLEY MAC LAINE
"Irma La Douce"

2. ANN-MARGRET
"Bye, Bye, Birdie"

3. AUDREY HEPBURN
"Charade"

4. SANDRA DEE
"Take Her, She's Mine"

5. LEE REMICK
"The Wheeler Dealers"

Performances

MALE

1. JACK LEMMON
"Irma La Douce"

2. CARY GRANT
"Charade"

3. ALBERT FINNEY
"Tom Jones"

4. JAMES STEWART
"Take Her, She's Mine"

5. TONY CURTIS
"Captain Newman"

1964 Laurel Award Winners:

TOPLINER

Supporting

FEMALE

1. MARGARET RUTHERFORD
"The VIP's"

2. LILIA SKALA
"Lilies Of The Field"

3. THELMA RITTER
"A New Kind Of Love"

4. DIANE CILENTO
"Tom Jones"

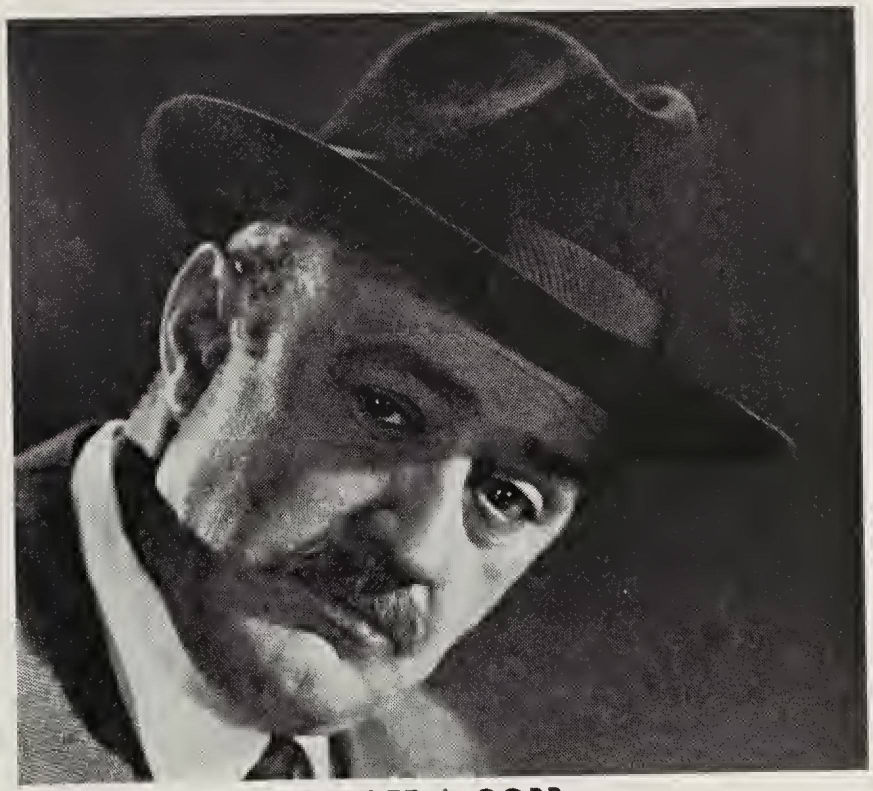
5. ARLENE FRANCIS
"The Thrill Of It All"

Performances

MALE

1. MELVYN DOUGLAS
"Hud"

2. JOHN HUSTON
"The Cardinal"



3. LEE J. COBB
"Come Blow Your Horn"

4. BOBBY DARIN
"Captain Newman"

5. HUGH GRIFFITH
"Tom Jones"

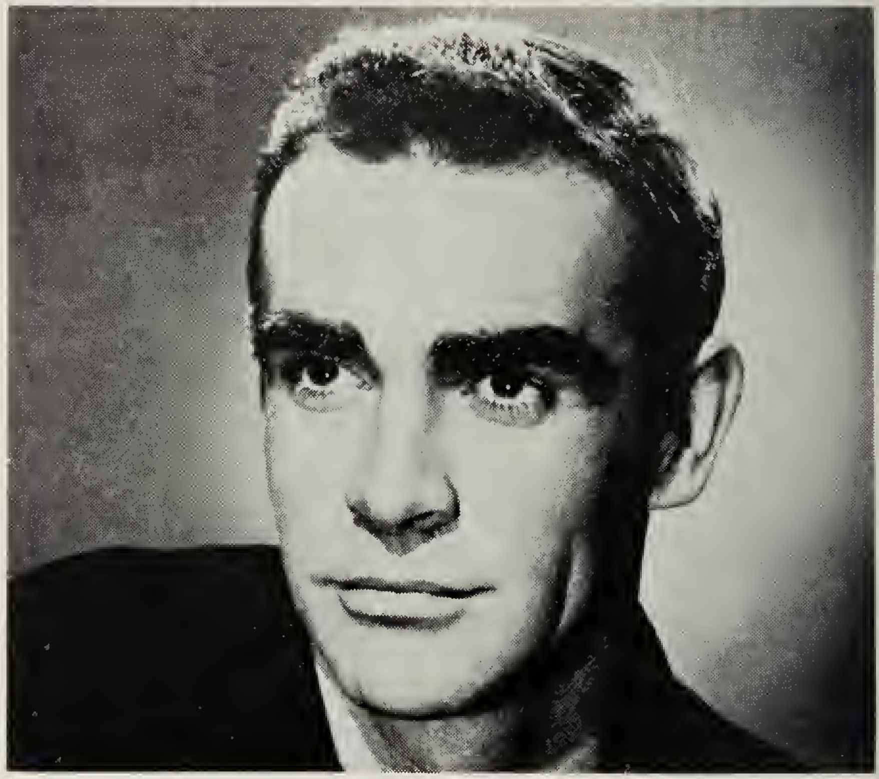
1964 Laurel Award Winners:

TOPLINER

Action Performances

1. JOHN WAYNE
"McLintock"

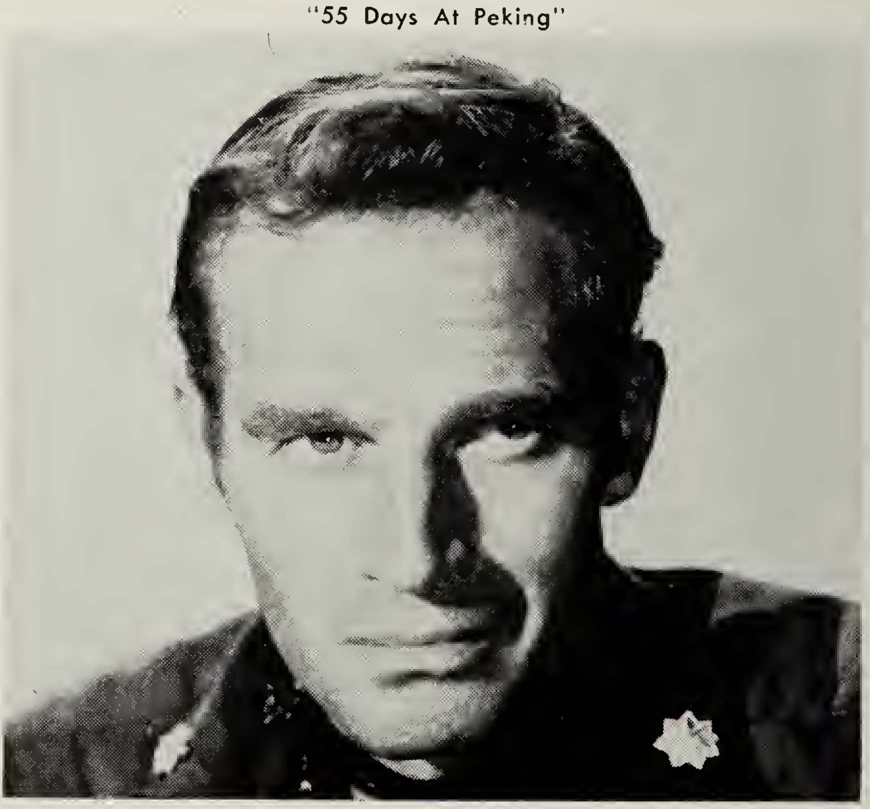
2. STEVE MC QUEEN
"The Great Escape"



3. SEAN CONNERY
"Dr. No"

4. JAMES GARNER
"The Great Escape"

5. CHARLTON HESTON
"55 Days At Peking"



Gratefully,

CARY GRANT

EXHIBITOR
LAUREL AWARDS
1964

Thank you,

Exhibitors,

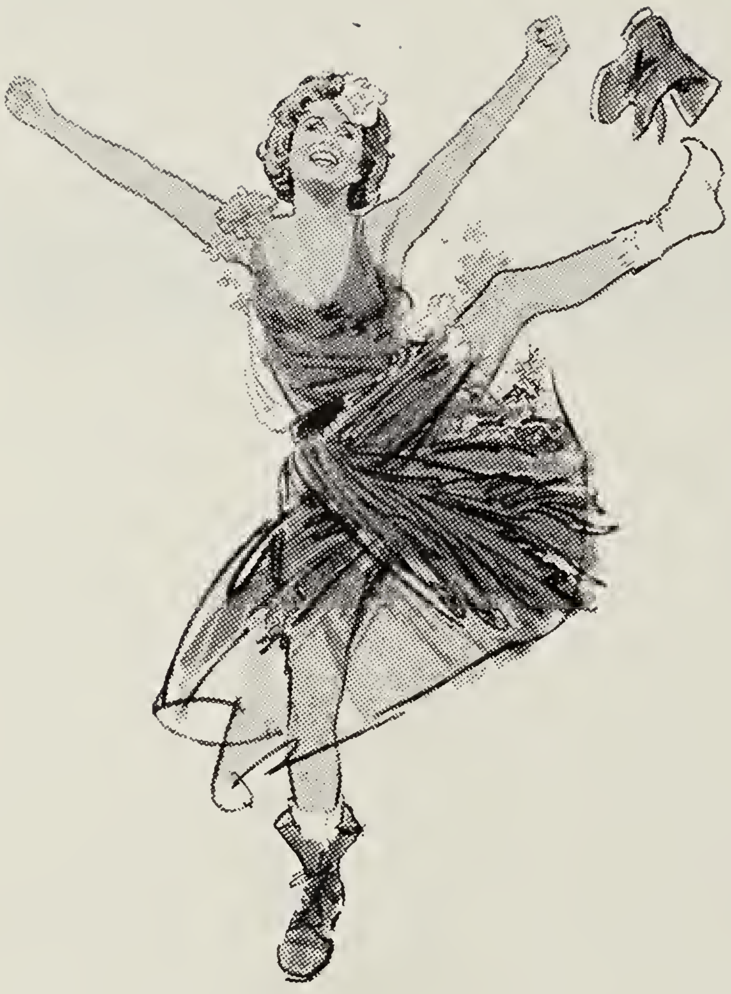
DORIS DAY

EXHIBITOR
LAUREL AWARDS
1964

Thank you,

ROCK HUDSON

EXHIBITOR
VOTED BY THE FILM BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS
1964



Debbie Reynolds

JALEM PRODUCTIONS
is proud and grateful for
the Laurel Awards voting

JACK LEMMON

NUMBER 1 MALE COMEDY STAR

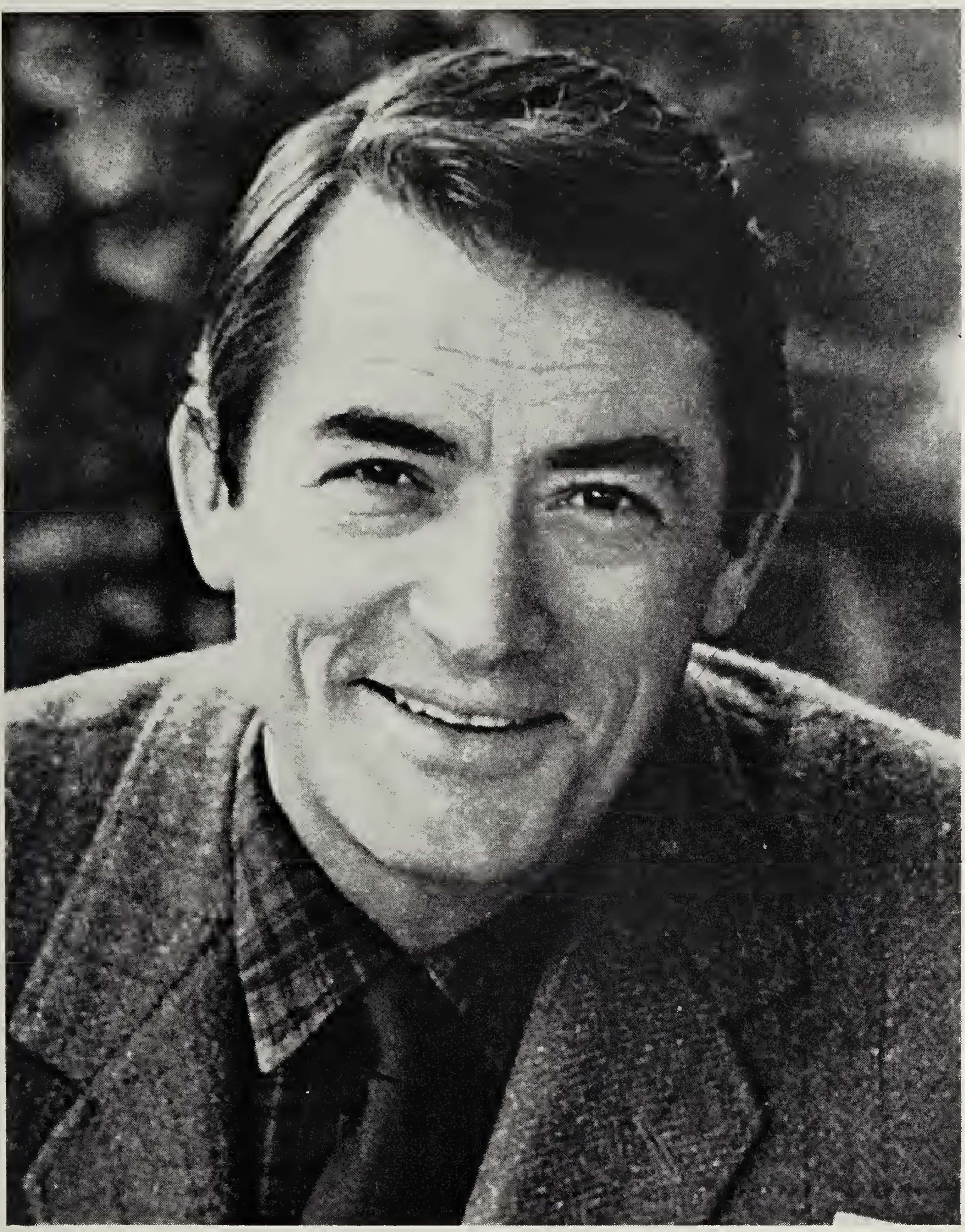
EXHIBITOR
VOTED BY THE FILM BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS
1964

Thank you, again,

SHIRLEY MacLAINE

EXHIBITOR
LAUREL AWARDS

1964



GREGORY PECK

Thank you,

EXHIBITOR
LAUREL AWARDS

1964

ANN—MARGRET

My sincere thanks,

STEVE McQUEEN

EXHIBITOR
LAUREL AWARDS

1964

Many thanks,

SANDRA DEE

1964

To my friends, The
Exhibitors,
my genuine thanks for
14 consecutive Laurel Awards

1950
1951
1952
1953
1954
1955
1956
1957
1958
1959
1960
1961
1962
1963

Jerry Lewis

CARROLL BAKER

EXHIBITOR
LAUREL AWARDS

1964

IN RELEASE: "THE CARPETBAGGERS," "STATION SIX-SAHARA"

COMPLETED: "CHEYENNE AUTUMN," "MR. MOSES,"
"THE GREATEST STORY EVER TOLD"

CURRENTLY FILMING: "SYLVIA"

UPCOMING: "HARLOW"

JAMES GARNER

Again, my sincere thanks,

Maureen O'Hara

Thanks again,

JAMES STEWART

EXHIBITOR
LAUREL AWARDS

1964

Many thanks,

TOM TRYON

EXHIBITOR
LAUREL AWARDS

1964

Just Completed:
OTTO PREMINGER'S
"IN HARMS WAY"
A Paramount Release

Starting:
"THE GLORY GUYS"
LEVY-GARDNER-LAVEN PRODS.
A United Artists Release

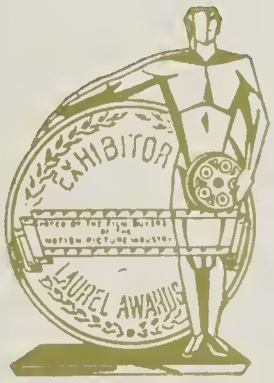
My sincere thanks
to the Motion Picture Exhibitors,

MELVYN DOUGLAS

EXHIBITOR
LAUREL AWARDS
1964

My Sincere Thanks
to the Motion Picture Exhibitors,

BOBBY DARIN


EXHIBITOR
LAUREL AWARDS

1964

1964 Laurel Award Winners:

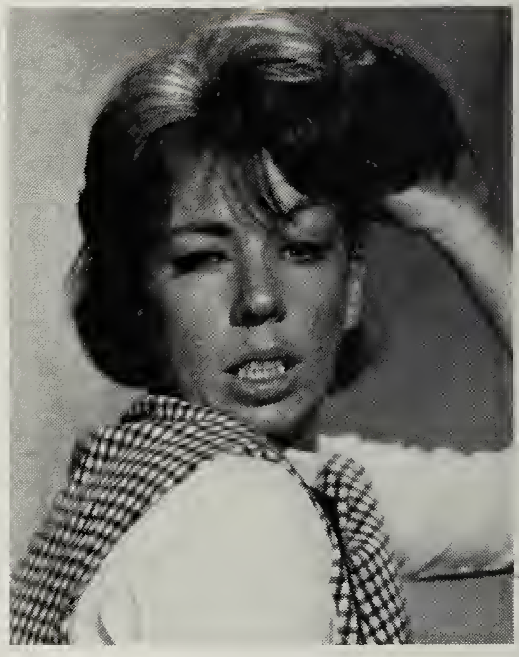
TOPLINER

New Faces

1. ELKE SOMMER

4. ELIZABETH MONTGOMERY

5. URSULA ANDRESS



6. CAROL BURNETT

10. MARIA PERSCHY

11. CINDY CAROL

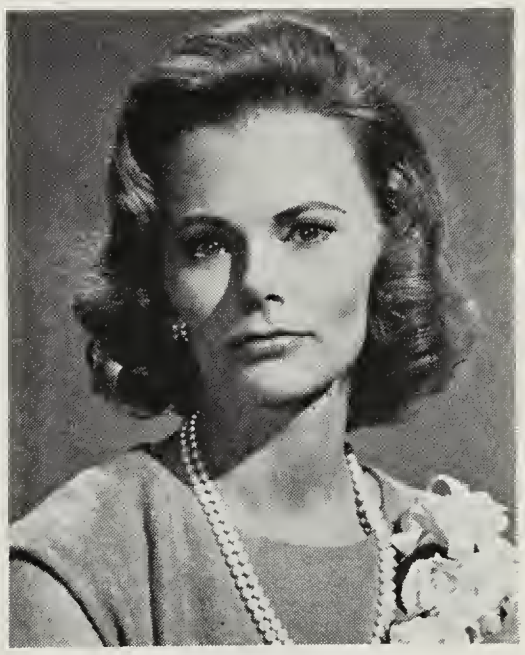
12. DIANA HYLAND

2. DOROTHY PROVINE

3. TIPPI HEDREN

7. CLAUDIA CARDINALE

8. LILIA SKALA


9. BETHEL LESLIE

13. NANCY KOVACK

14. JOEY HEATHERTON

15. SENTA BERGER

1964 Laurel Award Winners:

TOPLINER

New Faces

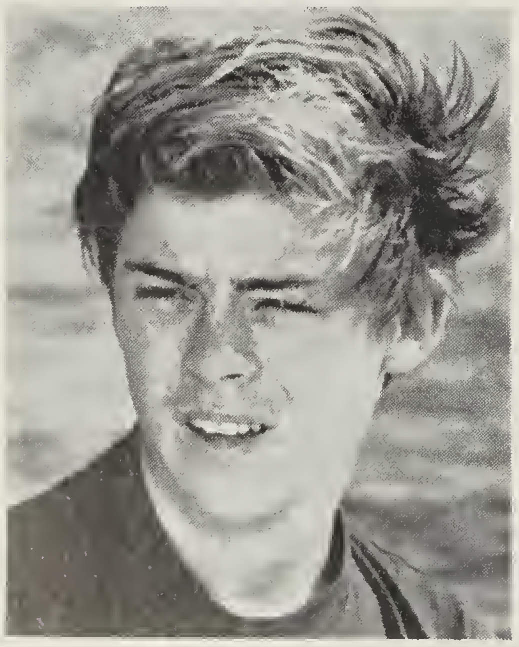
1. SEAN CONNERY

4. DICK VAN DYKE

5. JONATHAN WINTERS

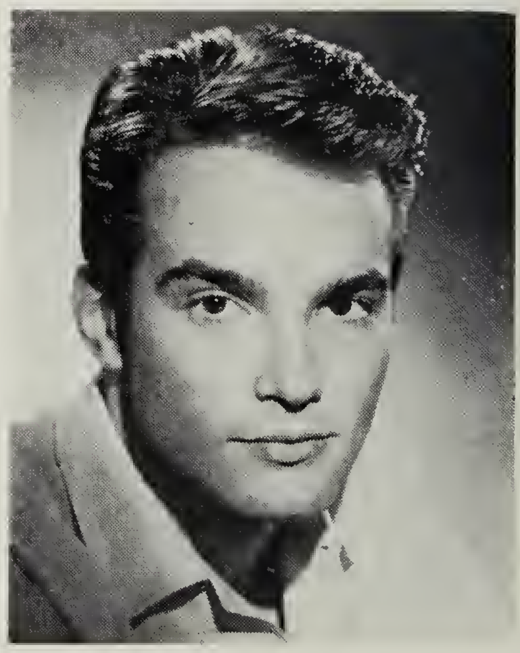
6. TONY BILL

10. LUKE HALPIN



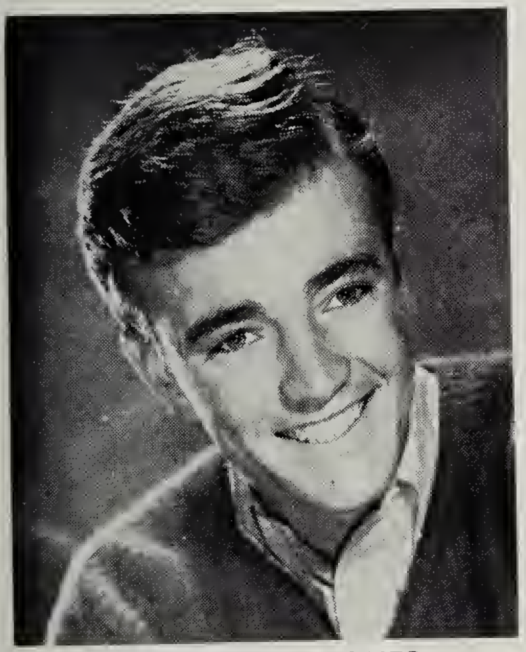
11. TOM BOSLEY

12. PHILIPPE FORQUET

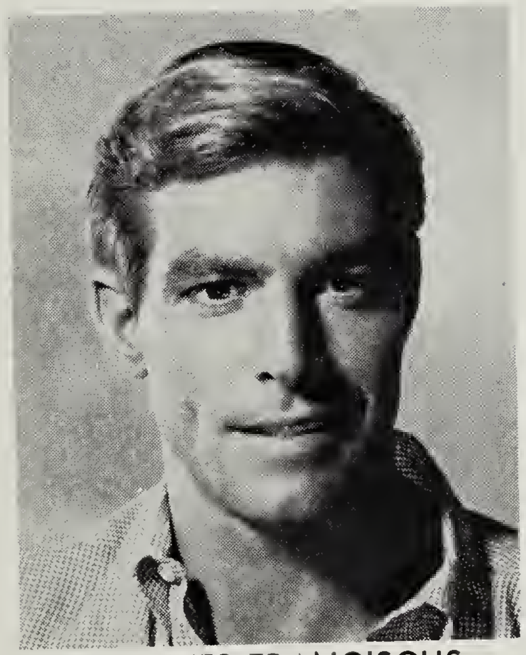


2. DON KNOTTS

3. PETER FONDA



7. ROBERT WALKER

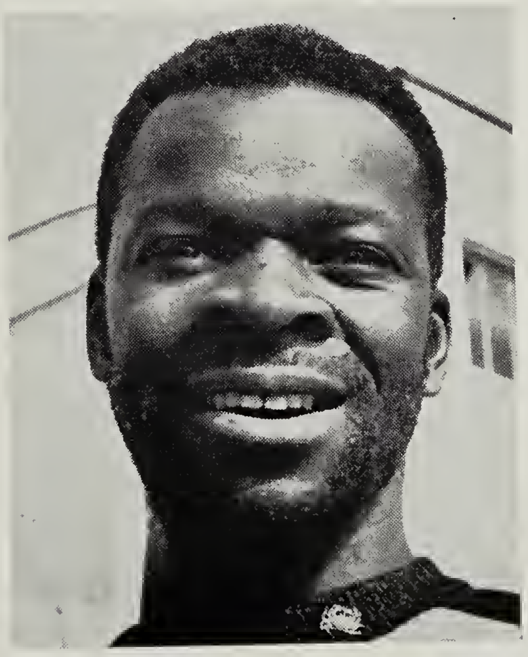


8. JAMES FRANCISCUS

9. CLIFF RICHARD

13. ALAIN DELON

14. BROCK PETERS



15. TODD ARMSTRONG

TOPLINER

Music Men

1. **Elmer Bernstein**
2. **Dimitri Tiomkin**
3. **Andre Previn**
4. **Max Steiner**
5. **Bronislau Kaper**

BEST SONGS

It's A Mad, Mad, Mad, Mad World
from the UA picture
Music by: *Ernest Gold*
Lyrics by: *Mack David*

So Little Time
from AA's "55 Days At Peking"
Music by: *Dimitri Tiomkin*
Lyrics by: *Paul F. Webster*

Call Me Irresponsible
from Para.'s "Papa's Delicate Condition"
Music by: *James Van Heusen*
Lyrics by: *Sammy Cahn*

More
from Times' "Mondo Cane"
Music by: *Riz Ortolani*
Lyrics by: *N. Newell*

Charade
from the Universal picture
Music by: *Henry Mancini*
Lyrics by: *Johnny Mercer*

Many thanks,

DOROTHY PROVINE

Our Sincere Thanks,

DIMITRI TIOMKIN

Music

and

PAUL FRANCIS WEBSTER

Lyrics

1964

SONG
"SO LITTLE TIME"
From
"55 DAYS AT PEKING"
A Samuel Bronston Production

Our Sincere Thanks,

ERNEST GOLD

Music

and

MACK DAVID

Lyrics

EXHIBITOR
LAUREL AWARDS
1964

NUMBER I SONG

"IT'S A MAD, MAD, MAD, MAD WORLD"

From

"IT'S A MAD, MAD, MAD, MAD WORLD"

A Stanley Kramer Production
Released through United Artists

My Sincere Thanks,

ANDRE PREVIN

EXHIBITOR
VOTED BY THE FILM BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS
1964

MAX STEINER

EXHIBITOR
VOTED BY THE FILM BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS
1964

JUST COMPLETED:	PRESENT ASSIGNMENT:
"THOSE CALLOWAYS"	"TWO ON A GUILLOTINE"
DISNEY PROD.	WARNER BROS.

BRONISLAU KAPER

EXHIBITOR
VOTED BY THE FILM BUYERS OF THE MOTION PICTURE INDUSTRY
LAUREL AWARDS
1964

Scoring
RICHARD BROOK'S
"LORD JIM"

Thank you,

EDITH HEAD

Thank you,

TONY BILL

It has been a privilege and
a pleasure to take part
in bringing these well deserved
Laurel Award Honors
to our fine
Motion Picture Artisans.

William Schary
West Coast Representative

Thank you again,

ELMER BERNSTEIN

NUMBER I COMPOSER

REPRESENTATION: GENERAL ARTISTS CORP.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

SEPTEMBER 30, 1964 SECTION TWO
VOL. 72, NO. 11

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

A06 BIKINI BEACH—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes
815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
822 COMMANDO—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
A12 GODZILLA VS THE THING—FAN-90m.—(CS; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English
A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
A08 VOYAGE TO THE END OF THE UNIVERSE—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer

TO BE REVIEWED

CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
DIARY OF A BACHELOR—(S)—William Traylor, Dagne Crane
FEAR—Boris Karloff
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price
LAST TOMB OF LIGEIA, The—(S; C)—Vincent Price
NAVAJO RUN—Johnny Seven, Virginia Vincent
OPERATION SNAFU—Sean Connery, Stanley Holloway
PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TABU—(C)—Narration by Vincent Price—Italian-made Documentary
T!ME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

146 FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
145 INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
153 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
157 MARY POPPINS—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney
156 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry
148 SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
TABU—(C)—Narration by Vincent Price—Italian made documentary
151 THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear	A2	MGM
• Adventures Of Ali Baba, The ...		U
• Adventures Of Sceramouche ...		Emb.
Act One	A2	WB
• Affair At The Villa Florita, The .		WB
• Agony And The Ecstasy, The ...		Fox
America, America	A3	WB
• Americanization of Emily, The .	B	MGM
• Amok	A1	Fox
• Amorous Adventure Of Moll Flanders		Par.
• Archangels, The		Emb.
Any Number Can Win	A2	MGM
• Apache Rifles	A1	Fox
Ape Woman, The	A3	Emb.

PLEASE NOTE . . .

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Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

• Aphrodite, Goddess Of Love		Emb.
• Archangels ,The		Emb.
• Art Of Love		U
Avenger, The		For.
Of Orgosolo	A2	For.

B

Barbarian's The		For.
Bedtime Story	A3	UI
• Bear, The	AI	Emb
Behold A Pale Horse	A2	Col.
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
• Big Week-End, The		WB
Bikini Beach	A3	A-I
Black Duke, The		For.
Black Like Me	A4	Misc.
• Black Spurs		Par.
Black Sabbath	B	AI
• Blind Corner	A3	U
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow		AA
Blood On The Balcony		For.
Bomb In High Street		For.
• Born Free		Col.
Brass Bottle, The	AI	U
Bridge On The River Kwai, The-RE	AI	Col.
Bridge To Glory		For.
• Buddha	A3	UA
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U

C

Captain Newman, M.D.	A2	U
Cerdinal, The	A3	Col.
Carpetbaggers, The	B	Par.
Certouche	A3	Emb.
Castillian, The	A2	WB
Castle Of Blood		Misc.
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	AI	Par.
• Clarence The Cross-Eyed Lion		MGM
Cleopatra	B	Fox
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
• Congo Vivo		Col.
• Conquered City		AI
• Contempt	C	Emb.
• Crack In The World		Par.
Crawling Hand, The		Misc.
Crazy Desire	B	EMB
Crimson Blade, The	AI	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
• Day After, The		Fox
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
• Diary Of A Bachelor		AI
• Dingake		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Doctor In Distress		For.
Dr. Strangelove	A4	Col.
Don't Tempt The Devil	A3	For.
Dragon Sky		For.
Duel Of Chempions		For.

E

• Earth Dies Screaming, The	AI	Fox
Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• Emil And The Detectives		BV
Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
Erik, The Conqueror	A2	A-I
• Escape By Night	A2	AA
Escape From Hell Island		Misc.
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jones	A3	Fox

F

Fail Safe	A2	Col.
Fall Of The Roman Empire	AI	Par.

154 TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

147 20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell

THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65004 BEHOLD A PALE HORSE—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad

64030 BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story

64012 CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts

64018 CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries June Thorburn—5149 (4-1-64)—Fair import—English-made

64019 DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made

64004 DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth

65005 FAIL SAFE—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience

65001 GOOD NEIGHBOR SAM—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry

64021 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features

714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential

65006 LILITH—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil

64020 LONG SHIPS, THE—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosenna Schiaffino—5173 (6-10-64) Lavish and spectacular period adventure tale—European made

MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made

65002 NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience

OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made

64017 PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal

64016 QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western

65003 RIDE THE WILD SURF—D-101m.—(Color)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans

64014 STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker

64015 SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made

64011 UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy

64013 VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

BORN FREE—(PV; C)—Bill Travers, Virginia McKenna

COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp

CONGO VIVO—Jean Sebastian, Bachir Toure

EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English

FANATIC—Tallulah Bankhead Stefanie Powers—English-made

FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made

FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer

GENGHIS KHAN—(PV: C)—Stephen Boyd, James Mason, Francoise Dorleac

HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold

HIGHWAY—Steve McQueen, Lee Remick

LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon

LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens

LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian

MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris

MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart

PLAYBOY—(C)—Tony Curtis

PLAY IT COOLER—Anthony Newly, Anne Aubrey

PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English

RISE OF GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason

SENILITA—Anthony Franciosa, Claudie Cardinale

SHIP OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin

SYNANON—Chuck Connors, Stella Stevens, Edmond O'Brien

THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field

THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack

WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

WORLD WITHOUT SUN—Jacques Cousteau Documentary

CONTINENTAL

BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose

ORGANIZER, THE—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles

SEDUCED AND ABANDONED—CD-118m.—Saro Urzi, Stefania Sandrell—5191 (7-22-64)—Good import—Italian-made; English titles

BILLY LIAR—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made

TO BED—OR NOT TO BED—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles

POINT OF ORDER—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal

HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles

COMING

YOUR SHADOW IS MINE—(C)—Jill Haworth, Michel Ruhl

BEBO'S GIRL—Claudia Cardinale, George Chakiris—Italian-made; subtitles

MEDITERRANEAN HOLIDAY—70mm in color—Narrated by Burl Ives

LOVE GODDESSES, THE—All Star Cast

LUCK OF GINGER COFFEY, THE—Robert Shaw, Mary Ure

EMBASSY

APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles

CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmondo, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)

CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting import—Italian-made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulle Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Berrey—French-made
ARCHANGELS, THE—Roberto Bisacco, Virginia Onorato—Italian-made
BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
DINGAKA—Stanley Baker, Juliet Prouse
HELLFIRE CLUB—Peter Cushing, Adrienne Corri
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
ONLY ONE NEW YORK—Documentary
SANTA CLAUS CONQUERS THE MARTIANS—antasy

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
405 **FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
416 **GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwen, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
431 **LOOKING FOR LOVE**—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant musical boosted by appearances of guest stars
418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia
MURDER AHOY—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England
412 **PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy
425 **RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
419 **SEVEN FACES OF DR. LAO**—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
413 **SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girerdot, Robert Hassein
Oct. **YOUNG LOVERS, THE**—Peter Fonda, Sharon Huguney
Nov. **JOY HOUSE**—Jane Fonda, Alan Delon
Nov. **OUTRAGE, THE**—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
Nov. **YOUR CHEATIN' HEART**—George Hamilton, Susan Oliver, Red Buttons

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews Melvyn Douglas
CLARENCE THE CROSS-EYED LION—Marshall Thompson, Betsy Drake
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HILL, THE—Sean Connery, Michael Redgrave
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer

Family Diary	A2	MGM
• Fanatic		Col.
Fantasia—Re.	A2	BV
• Fargo	A3	U
• Fate Is The Hunter	A1	Fox
• Father Goose		U
• Favor, The		U
FBI Code 98	A1	WB
• Fear		A-I
• Ferry Cross The Mercey		UA
• Finest Hours, The		Col.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	A1	MGM
• Fluffy		U
For Those Who Think Young ...	A3	UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb

G

• Gallegher		BV
• Genghis Khan		Col.
• Ghost At Noon		Emb.
Giant Monster, The		For.
• Girl Happy		MGM
Girl With Green Eyes	A4	For.
Glass Cage, The		Misc.
Gladiators Seven	A-1	MGM
Global Affair A	A3	MGM
Godzilla Vs The Thing		A1
Gold For The Caesars	A2	MGM
Golden Arrow, The	A1	MGM
• Goldfinger		UA
Goliath And The Vampires ...	A2	A-I
Gone Are The Days	A2	Misc.
• Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
• Graveside Story, The		A-I
• Great Race, The		WB
• Greatest Story Ever Told, The ..		UA
Gunfight At, Comanche Creek ..	A3	AA
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
Guns At Batasi	A3	Fox
• Guns Of August		U

H

• Hallelulah Trail, The		UA
Hard Day's Night, A	A1	UA
• Harvey Middleman, Fireman ..		Col.
He Rides Tall	B	U
• Hellfire Club	A3	Emb.
Hercules In The Haunted World.		For.
• Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	A1	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
• Highway		Col.
• High Wind In Jamaica, A		Fox
• Hill The		MGM
Honeymoon Hotel	B	MGM
• Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
House Is Not A Home, A	B	Emb.
• How To Murder Your Wife		UA
How The West Was Won	A1	MGM
• Hush, Hush, Sweet Charlotte ..		Fox

I

I'D Rather Be Rich	A2	U
• I'll Take Sweden		UA
Incredible Journey, The	A1	BV
• In Harm's Way		Par.
Incredible Mr. Limpet, The	A1	WB
Intimate Diary Of Artists' Models		Misc.
• Invitation To A Gunfighter	A3	UA
Island Of The Blue Dolphins ...	A1	U
• It's Alive		A1
It's A Mad, Mad, Mad, Mad World	A1	UA

J

• John Goldfarb, Please Come Home		Fox
Journey To The End Of The Universe		A1
• Joy House		MGM
• Joy In The Morning		MGM
• Judith		Par.

K

Killers, The	A3	U
Kings Of The Sun	A2	UA
• Kiss Me, Stupid		UA
Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
• Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
Ladybug, Ladybug	A2	UA
Lady In A Cage	B	Par.
Lanterna Magica		For.
Lassie's Great Adventure	A1	Fox
• Last Man on Earth	A2	A-I
• Last Tomb Of Ligeia, The		AI
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilith	A4	Col.
• Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
Looking For Love	B	MGM
• Lord Jim		Col.
Lorna		Misc.
• Love Has Many Faces		Col.
• Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.
• Loved One, The		MGM

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
Mail Order Birde	A3	MGM
• Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marnie	A3	U
• Marriage-Italian Style		Emb.
Mary Poppins	A1	BV
Masque Of The Red Death	B	AI
Master Spy	A1	AA
McHale's Navy	A1	U
MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
• Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Moon-Spinners, The	A1	BV
Move Over, Darling	A3	Fox
• Morituri		Fox
Murder Ahoy		MGM
Murder Most Foul	A1	MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB

N

• Naked Brigade, The		U
• Naked Kiss, The	A3	AA
• Naked Prey, The		Par.
• Navajo Run		AI
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
• Night Train To Paris	A2	Fox
• Night Walker, The		U
Nightmare	A2	U
• None But The Brave		WB
Nothing But The Best	A4	For.

O

Of Human Bondage	B	MGM
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
One Potato, Two Potato	A2	Misc.
• One Way Pendulum		UA
• Only One New York		Emb
• Operation Crossbow		MGM
• Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc
• Outrage, The		MGM

ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton
SHE—Ursula Andress, Peter Cushing—English made
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore
SWINGING SET, THE—Joan O'Brien, Chad Everett
36 HOURS—(PV)—James Gardner, Eva Marie Saint
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif
YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson
ZEBRA IN THE KITCHEN—Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6319 **BECKET**—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6315 **CARPETBAGGERS, THE**—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6400 **FALL OF THE ROMAN EMPIRE, THE**—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
6311 **LADY IN A CAGE**—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6316 **LAW OF THE LAWLESS**—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
6314 **PARIS WHEN IT SIZZLES**—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
6322 **PATSY, THE**—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
6320 **RING OF TREASON**—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323 **ROBINSON CRUSOE ON MARS**—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry
6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
6324 **STAGE TO THUNDER ROCK**—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
6325 **WALK A TIGHTROPE**—MD-69m.—Dan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

COMING

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Kim Novak, Richard Johnson
BLACK SPURS—Roy Calhoun, Linda Darnell, Scott Brady
CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis
IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins
NAKED PREY, THE—(PV; TC)—Cornel Wilde
ROUSTABOUT—(TE, TC)—Elvis Presley, Barbara Stanwyck
SYLVIA—Carroll Baker, George Maharis, Ann Southern
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

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20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

444 **CLEOPATRA**—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
412 **CURSE OF THE LIVING CORPSE, THE**—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
404 **EYES OF ANNIE JONES, THE**—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
423 **FATE IS THE HUNTER**—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
417 **GUNS AT BATASI**—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
411 **HORROR OF PARTY BEACH, THE**—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
322 **LASSIE'S GREAT ADVENTURE**—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
414 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
403 **SHOCK TREATMENT**—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
408 **SOUTH PACIFIC**—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
402 **SURF PARTY**—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
405 **THIRD SECRET, THE**—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cliento—5162 (4-29-64)—Fair program entry—made in England
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
426 **VISIT, THE**—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
415 **WHAT A WAY TO GO**—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
325 **YOUNG SWINGERS, THE**—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean
APACHE RIFLES—(C)—Audie Murphy
DAY AFTER, THE—Cliff Robertson, Irina Demick
EARTH DIES SCREAMING, THE—Willard Parker, Virginia Field
ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy
GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HUSH, HUSH SWEET CHARLOTTE—(C)—Olivia DeHavilland, Bette Davis, Joseph Cotten
JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov
MORITURI—(CS)—Marlon Brando, Yul Brynner, Janet Margolin
NIGHT TRAIN TO PARIS—Leslie Neilson, Eric Pohlman
PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa
RAPTURE—(CS)—Patricia Gozzi; Melvyn Douglas—English made
REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux
RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone

SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker
THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel
VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter
WITCHCRAFT—Lon Chaney
ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht
6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, otners—5109 (11-20-63)—High rating entertainment—Kramer
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean
6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch
6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6419 **TOPKAPI**—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made
6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Sept. **BUDDHA**—(TR; C)—Japanese-made
Nov. **INVITATION TO A GUNFIGHTER**—(PV; EC) —Yul Brynner, Janice Rule—Kramer

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made
GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa
HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon
KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
TRAIN, THE—Burt Lancaster, Jeanne Moreau

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
6421 **BULLET FOR A BADMAN**—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program
6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names
6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy
6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

• Pajama Party		AI
Palm Springs Week-End	B	WB
Paris Pick-Up		Par.
• Party, The		AA
Paris When It Sizzles	A3	Par.
• Passionate Thief, The	A3	Emb.
Patsy, The	A1	Par.
Pink Panther	A3	UA
• Playboy		Col.
• Play It Cooler		Col.
• Pleasure Seekers, The		Fox
• Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomania		Misc.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.
Quo Vadis—Re.		MGM

R

• Racing Fever	B	AA
• Rage To Live, A		UA
Raiders, The	A1	U
Raiders Of Leyte Gulf, The	A1	For.
• Rapture		Fox
• Ready For The People		WB
• Reward, The		Fox
Rhino	A1	MGM
Ride The Wild Surf	A1	Col.
Ring of Treason	A2	Par.
• Rio Conchos		Fox
• Rise Of Genghis Kahn, The		Col.
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	A1	Par.
• Rounders, The		MGM
• Roustabout	A2	Par.

S

Sadist, The		Misc.
• Samson And The Slave Queen	A1	A-I
• Sandokan, The Great		MGM
• Sandpiper, The		MGM
• Santa Claus Conquers The Martians		Emb.
• Satan Bug, The		UA
Secret Door, The	A2	AA
Secret Invasion, The	A2	UA
Seduced And Abandoned	A3	For.
Send Me No Flowers	A2	U
• Senilita		Col.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
Seventh Dawn, The	B	UA
• Sex And The Single Girl	B	WB
• Shabby Tiger, The		UA
• She		MGM
• Shenandoah		U
• Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	A1	Col.
• Signpost To Murder		MGM
Sin On The Beach		For.
Sing And Swing	A2	U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
Soldier In The Rain	B	AA
• Some People		A-I
• Son Of A Gunfighter		MGM
Son Of Captain Blood, The	A1	Par.
• Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
Station Six Sahara	B	AA
Stolen Hours	A2	UA
Stop Train 349	A2	AA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	A1	A-I
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col
• Swinging Set, The		MGM
Sword In The Stone	A1	BV
Sword Of El Cid, The		For.
• Sylvia		Par.
• Synanon		Col.

T

• Tabu		AI
• Taffy And The Jungle Hunter		AA
• Taggart	A2	U
Take Her, She's Mine	A3	Fox
Tamahine	A2	A-I
That Man From Rio	A2	For.
• These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina, The	A1	BV
3 Nuts In Search Of A Bolt		Misc.
• Three Penny Opera		Emb.
Third Secret, The	A3	Fox
• 36 Hours		MGM
• Those Calloways		BV
• Those Magnificent Men In Their Flying Machines		Fox
• Thousand Clowns, A		UA
• Three Stooges Meet The Gunslingers, The		Col.
Thunder Island	A2	Fox
Tiger Walks, A	A1	BV
• Tiko And The Shark		MGM
• Time Travelers, The		A-I
Tom Jones	A4	UA
Tomorrow At Ten		For.
Topkapi	A3	UA
Torpedo Bay	A3	AI
• Train, The		UA
Troublemaker, The		Misc.
• Truth About Spring, The		U
20,000 Leagues Under The Sea-Re	A1	BV
Twice Told Tales	A2	UA
Two Are Guilty	A3	MGM
• Two On A Guillotine		WB

U

• Unearthly Stranger, The	A1	A-I
• Under Age	B	AI
Under The Yum Yum Tree	A4	Col
Unsinkable Molly Brown, The	A2	MGM

V

• Valley Of The White Wolves		AA
• Vice And Virtue	B	MGM
Victors, The	A3	Col.
Visit, The	A4	Fox
Viva Las Vegas	B	MGM
• Von Ryan's Express		Fox
• Voyage To The End Of The Universe		A-I

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Walls Of Hell, The	A2	Misc.
War Is Hell	A2	AA
• Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
• Where Love Has Gone	A3	Par.
• White Savage		AA
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
Wild And Wonderful	A1	U
• Witchcraft	A2	Fox
Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA
• World Without Sun		Col.

Y

Yanco		For.
Yank In Viet-nam, A	A1	AA
• Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
• Young Cassidy		MGM
• Young Fury		Par.
Young Go Wild, The		For.
• Young Lovers, The	A3	MGM
Young Swingers, The	A1	Fox
• Your Cheatin' Heart		MGM

Z

• Zebra In The Kitchen		MGM
• Zorba, The Greek		Fox
Zulu	A3	Emb.

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
BLIND CORNER—William Sylvester, Barbara Shelley—English made
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FAVOR, THE—(C)—Rock Hudson, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
GUNS OF AUGUST—World War I Documentary
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NAKED BRIGADE, THE—Shirley Eaton, Ken Scott
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SHENANDOAH—(C)—James Stewart, Doug McClure
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

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WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallella—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
363 **DISTANT TRUMPET, A**—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 **DR. CRIPPEN**—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 **FBI CODE—98**—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)--Western has angles for boxoffice action
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
451 **KISSES FOR MY PRESIDENT**—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
365 **ROBIN AND THE 7 HOODS**—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbare Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
DEAR HEART—Glenn Ford, Geraldine Page
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra,, Clint Walker
READY FOR THE PEOPLE—Simon Oakland, Anne Helm
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Phillipines—Allied Artists
ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western —Allied Artists
GUN HAWK, THE—W-92m.—(C)—Rory Calhoun Ruta Lee—5097 (10-9-63)—Good action entry—Allied Artists
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made—Allied Artists
NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland Allied Artists
ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made—Allied Artists
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help—Allied Artists
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad—Allied Artists
STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad) Allied Artists
STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller—Allied Artists
THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film—Allied Artists
3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Ratt—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made in Philippines—Hemisphere
WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half—Allied Artists
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary —American Film Dist.
YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad Allied Artists

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLACK DUKE, THE—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English —PRC

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

BOMB IN THE HIGH STREET—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot —English-made—Hemisphere

DEVIL DOLL—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made —Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DRAGON SKY—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

HERCULES IN THE HAUNTED WORLD—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots —French-made; English titles—Int. Classics

LATERNA MAGIKA—NOV.-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslavakia—Richard Fleischer

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

NOTHING BUT THE BEST—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere

SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantel Deberg—5194 (8-5-64)—Okay programmer —PRC

THAT MAN FROM RIO—C-114m.—(EC)—Jean-Paul Belmondo, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert

TOMORROW AT TEN—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor

WEEKEND—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.

YANCO—D-85m.—Ricardo Ancona,—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

YOUNG GO WILD, THE—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller —German-made; dubbed in English—Manson

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FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1963-64 and 1964-65 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1963-64 and 1964-65 product, accurate to time of publication.—Ed.)

Allied Artists

6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6406	Never Put It In Writing	
6407	The Naked Kiss	May
6408	The Thin Red Line	
6409	Stop Train 349	July
6410	Master Spy	July
6411	Station Six Sahara	Aug.
6412	Escape By Night	Aug.
6413	Racing Fever	Sept.
6414	Blood On The Arrow	Sept.

American-International

A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Oct.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April
A10	Conquered City	Sept.
A11	Operation SNAFU	Oct.
A12	Godozilla Vs The Thing	Aug.
A13	Diary Of A Bachelor	Sept.
A14	Pajama Party	Nov.
A15	Navajo Run	Nov.
A16	Tabu	Oct.

Buena Vista

146	Fantasia—RE	Oct.
147	20,000 Leagues Under the Sea—RE	Oct.
145	The Incredible Journey	Nov.
148	Sword In The Stone	Dec.
151	Three Lives Of Thomasina	June
153	Misadventures Of Merlin Jones	
154	A Tigar Walks	
156	The Moon-Spinners	July
158	So Dear To My Heart—Re.	Oct.
157	Mary Poppins	Oct.

Columbia

65001	Good Neighbor Sam	July
65002	The New Interns	Aug.
65003	Ride The Wild Surf	Aug.
65004	Behold A Pale Horse	Sept.
65005	Fail Safe	Oct.
65006	Lilith	Sept.
65007	The Pumpkin Eater	Oct.
65008	The Finest Hours	Oct.
	World Without Sun	Nov.
	First Men In The Moon	Nov.
	East Of Sudan	Nov.
	Traveling Lady	Jan.
	The Collector	Jan.

Continental

Billy Liar	Jan.
Wurthering Heights (Reissue)	Jan.
The Impersonator	Feb.
To Bed—Or Not To Bed	March
Point Of Order	April
High and Low	April
They All Died Laughing (Jolly Bad Fellow)	May
The Organizer	May
Black Like Me	May
Mediterranean Holiday	July
Seduced and Abandoned	Aug.
BeBo's Girl	Sept.
The Love Goddesses	Oct.
World Greatest Swindles	Oct.

Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.
Hellfire Club	June
Fury Smuggler's Bay	June
Zulu	July
Crazy Desire	July
Contempt	July
Cartouche	July
A House Is Not A Home	Aug.
Adventures Of Scaramouche	Aug.
Only One New York	Aug.
Only One New York	Sept.
The Ape Woman	Sept.
Three Penny Opera	Oct.

MGM

501	MGM's Big Parade Of Comedy	Sept.
502	Quo Vadis—Reissue	Sept.
503	Murder Most Foul	Sept.
504	Of Human Bondage	Oct.
505	The Young Lovers	Oct.
506	Joy House	Nov.
	The Americanization Of Emily	Dec.
507	The Outrage	Nov.
	Signpost To Murder	Jan.
	Your Cheatin' Heart	Jan.

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6311	Lady In A Cage	July
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	June
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
6320	Ring Of Treason	Aug.
6323	Robinson Crusoe On Mars	June
6324	Stage To Thunder Rock	June
6322	The Patsy	Aug.
6325	Walk A Tightrope	July
6400	The Fall Of The Roman Empire	
R6402	The Caddy—Reissue	Sept.
R6403	You're Never Too Young—Reissue	Sept.
6404	Where Love Has Gone	Oct.
6405	Roustabout	Nov.
6406	Disorderly Orderly	Dec.

20th-Fox

401	Man In The Middle	Jan.
402	Surf Party	Jan.
403	Shock Treatment	Feb.
404	Eyes Of Anne Jones	Feb.
405	The Third Secret	March
406	The Hustler	April
444	Cleopatra (Regular Release)	July
407	Blue Denim	
408	South Pacific	April
411	Horror Of Party Beach	April
412	Curse Of The Living Corpse	April
413	La Bonne Soupe	
414	The Longest Day	June
415	What A Way To Go	April
416	The Visit	Aug.
417	Guns At Batasi	Sept.
419	Journey To The Center Of The Earth—Reissue	
420	Night Train To Paris	Sept.
421	Witchcraft	Sept.
422	Horror Of It All	Sept.
423	Fate Is The Hunter	Oct.
424	The Earth Dies Screaming	Oct.
425	Apache Rifles	Nov.
426	Rio Conchos	Nov.
427	Riders From Beneath The Sea	Nov.
428	Goodbye Charlie	Dec.
429	John Goldfarb, Please Come Home	Dec.

United Artists

6401	It's A Mad, Mad, Mad, Mad World	
6402	Kings Of The Sun	Dec.
6403	Pink Panther	March
6404	The Ceremony	
6405	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6407	From Russia With Love	April
6408	Flight From Ashiya	
6409	The Best Man	May
6410	For Those Who Think Young	June
6411	World Of Henry Orient	June
6412	633 Squadron	July
6413	The 7th Dawn	July
6414	A Hard Day's Night	Aug.
6415	A Shot In The Dark	July
6416	Woman Of Straw	Sept.
6417	The Secret Invasion	Oct.
6418	Invitation To a Gunfighter	Nov.
6419	Topkapi	Oct.

Universal

6401	Charade	Jan.
6402	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil of Frankenstein	June
6415	Nightmare	June
6416	Wild And Wonderful	July
6417	Bedtime Story	July
6418	Marnie	Aug.
6419	Island Of Blue Dolphins, The	Aug.
6420	McHale's Navy	Sept.
6421	Bullet For A Badman	Sept.
6423	I'd Rather Be Rich	Oct
6424	The Killers	Oct.
	Guns Of August	Sept.
6425	The Lively Set	Nov.
6426	Send Me No Flowers	Nov.
6427	Kitten With A Whip	
6428	Sing And Swing	

Warners

351	Wall Of Noise	Sept.
352	The Castilian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
363	Distant Trumpet	May
364	FBI Code-98	June
365	Robin And The 7 Hoods	July
366	Ensign Pulver	July
451	Kisses For My President	Oct.
452	Ready For The People	Oct
	My Fair Lady	Oct.
	Youngblood Hawke	Nov.
	Sex And The Single Girl	Dec.
	Cheyenne Autumn	Dec.

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OCTOBER 7, 1964 Volume 72 Number 12

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Redstone Named TOA President

(See Page 11)

Mirisch-UA Deal For 48 To 1974

(See Page 15)

CASE OF THE RELUCTANT PEN-PAL . . . *see editorial—page 3*

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SHOWMEN'S TRADE REVIEW

Volume 72 • No. 12 OCTOBER 7, 1964 OUR 46th YEAR

CASE OF THE RELUCTANT PEN-PAL

The U.S. Chamber of Commerce describes itself as "spokesman for the general business community on national legislative issues." Since the motion picture industry is an important part of that general business community, a group of exhibitors suggested that we ask the Chamber whether the peculiar problems involved in the buying and selling of film, particularly in the area of blind bidding, had any parallel elsewhere.

The exchange of correspondence that followed is a lesson in frustration and an example of a bureaucratic runaround. We are reprinting the entire exchange in an effort to show just how difficult it is to get a group like this to go on record in a controversial situation. It also demonstrates the depth of ignorance in the rest of the business community when it comes to the motion picture industry. Our letters might just as well have been written in Chinese for all they meant to the well-meaning gentlemen at the Chamber of Commerce.

It would appear that if the exhibitors of this country are to obtain any relief from governmental or other outside sources, they had best undertake an extensive educational effort to make their problems understandable to these people.

Following is the original letter we sent to the U. S. Chamber of Commerce on Aug. 3, 1964:

To The Chamber:

I have been asked to inquire of you if in your knowledge, the practices of bidding and of blind bidding exist in any other industry as presently conducted in the motion picture industry.

For example, a motion picture distributor intending to release a picture for a holiday run such as, Thanksgiving, Christmas or New Years, etc., sends out an invitation for the theatre owner to bid on the picture specifying the playdate, admission charge, what he intends to spend for advertising, plus the length of the run in his town or the neighborhood in which he operates. Since the picture is not yet completed, it cannot be seen by the bidder. Then after the bid is made, the losing bidder has no knowledge of the results. This leaves open the opportunity of skullduggery and is forcing theatres to go out of business.

The entire industry is upset by this phase. However, since the distributors are releasing half the product previously—exhibitors are wary to complain.

I wrote to the Department of Justice and they said it was not in their province and it seemed okay to them. The Federal Trade Commission has never replied.

It is unfortunate to say, but it is a fact that several top lawyers of the Department of Justice have wound up as legal representatives for film companies.

Existence of shenanigans under the guise of bidding is difficult to prove without divulging the successful bidders. With your wide experience, you know that an expression of fact would be of inestimable value.

It is only a rumor, and a strong one, that one theatre owner in order to get a picture, makes it a point to "loan" a sales representative a cash consideration—which is never repaid. Thanking you for your advice in this matter.

We waited patiently for at least an acknowledgement that our letter had been received. Finally, on Aug. 21, we sent the following note to the Chamber:

To The Chamber:

It would seem to me that an august body such as yours would at least have the courtesy of replying to a letter dated August 3.

If we were to extend the same indifferences to you—how would you feel?

Happily, that letter found its mark and elicited the following response:

From The Chamber:

Our General Services Department has asked us to acknowledge your letter of August 21, in which you complain that the Chamber had failed to reply to your letter dated August 3.

Naturally, we are very sorry to learn that your August 3rd letter was not acknowledged after arrival. Thus, I wish to explain that, unless incoming mail is addressed to a specific department or person in the Chamber, our Mail Section will route such correspondence to the General Services Department. The latter will respond to such communications if it can; if it can't, it will send these letters on to which ever of our 41 departments it thinks is in the best position to reply.

Neither our Mail Section nor our General Services Department has record of receipt of your August 3rd letter, and inquiries among other departments have failed to turn it up. Hence, on behalf of the Chamber, I want to apologize for this unfortunate mix-up.

Because your August 21st communication does not allude to the subject matter of your earlier letter, would you kindly mail to me a copy of that letter—if it's not too late to be helpful? I shall see that it gets prompt attention.

What happened to our original letter remains a great mystery. It was not returned to us so it had obviously been

(Continued on page 5)

SLEEPER OF THE YEAR!

LIFE LEADS THE PARADE OF RAVES!

"EPIC MOMENTS! A REVELATION! Stan Laurel, Oliver Hardy, Lupe Velez...if a funnier reel ever graced a picture, I haven't seen it! Marie Dressler...what a comedienne! What could ever surpass the spectacle of her rage and heartbreak! Watching Wallace Beery is like taking a four-year college course in acting! The genius of Jean Harlow... her magic still glows. The Marx Brothers in the most frantic episode of their frantic career!"—*THOMPSON, LIFE*

AND RAVES FROM THE TRADE PRESS!

"ONE OF THE FASTEST 90 MINUTES OF FILM IN A LONG TIME, AND ONE OF THE MOST AMUSING PICTURES OF THE YEAR! Robert Youngson has come up with one of his best! There is a scene with Laurel and Hardy and Lupe Velez that is one of the funniest ever filmed! Jean Harlow registers most effectively! M-G-M's BIG PARADE OF COMEDY IS A DELIGHT!"

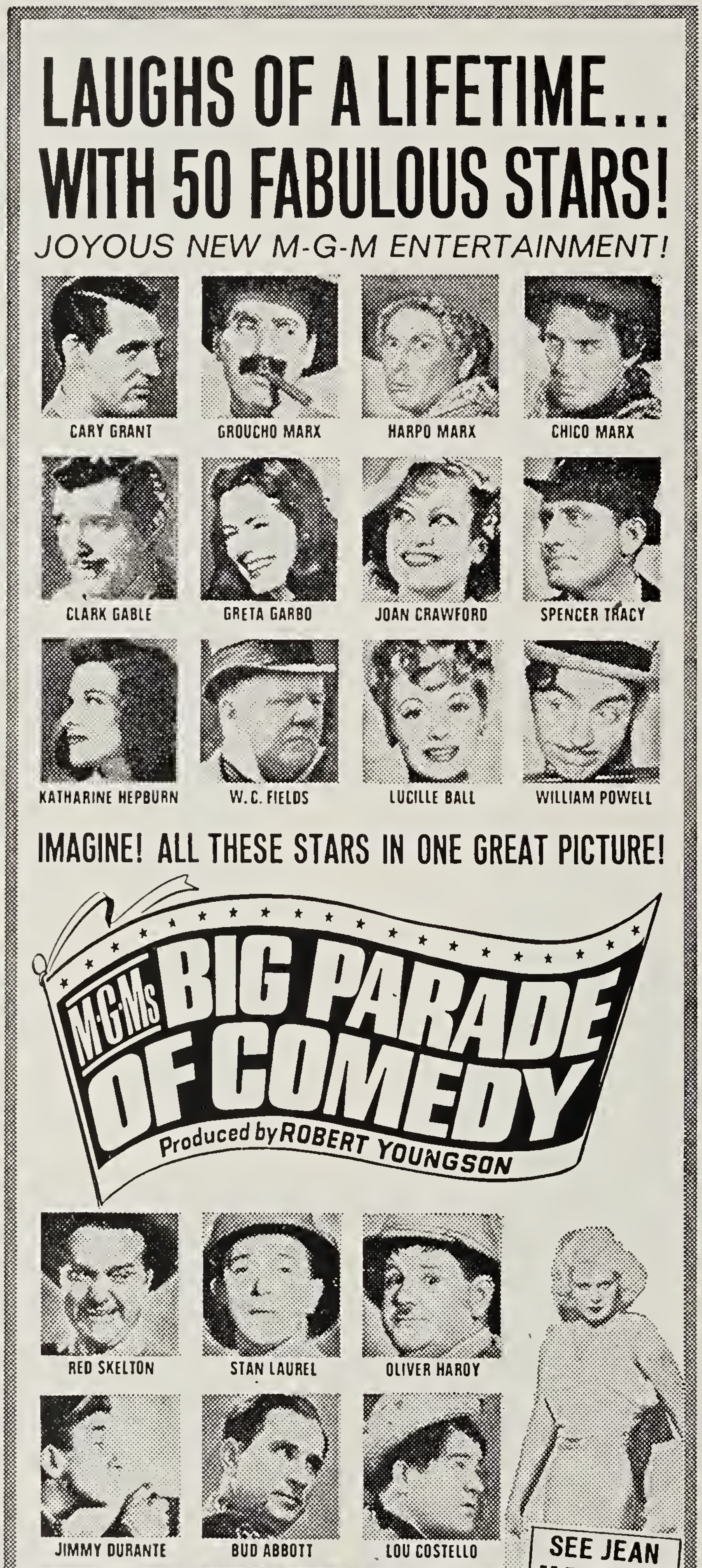
—POWERS, Hollywood Reporter

"GLOWING ASSORTMENT OF CINEMA JEWELS! Has rewards for almost any moviegoer! Will provide nostalgia for the oldsters and fresh delight for the youngsters! RANGES FROM THE AWESOME TO THE HILARIOUS! LAUGHTER IS THE KEYNOTE!"

—HERBSTMAN, Film Daily

"Produced and written by two-time Academy Award winner Robert Youngson, this compilation of HIGHLIGHTS OF THE SCREEN'S MOST HILARIOUS COMEDY MOMENTS offers PLENTY OF LAUGHS! Film fans should be readily attracted to the screen's truly great comedy moments!" *—BERG, M. P. Daily*

"Slickly handled, easily exploited, digs deeply into Metro's backlog, the most ambitious of Youngson's series of nostalgic excursions! SLAPSTICK AT ITS FUNNIEST IS THE ORDER! A MAMMOTH UNDERTAKING WELL EXECUTED! SOCKO!" *—WHIT, Variety*



LAUGHS OF A LIFETIME... WITH 50 FABULOUS STARS!

JOYOUS NEW M-G-M ENTERTAINMENT!

CARY GRANT
GROUCHO MARX
HARPO MARX
CHICO MARX
CLARK GABLE
GRETA GARBO
JOAN CRAWFORD
SPENCER TRACY
KATHARINE HEPBURN
W. C. FIELDS
LUCILLE BALL
WILLIAM POWELL

IMAGINE! ALL THESE STARS IN ONE GREAT PICTURE!

M-G-M's BIG PARADE OF COMEDY

Produced by ROBERT YOUNGSON

RED SKELTON
STAN LAUREL
OLIVER HARDY
JIMMY DURANTE
BUD ABBOTT
LOU COSTELLO
CAROLE LOMBARD
MARIE DRESSLER
WALLACE BEERY

SEE JEAN HARLOW
with
CARY GRANT
CLARK GABLE
ROBERT TAYLOR
and others

—and many more!

(Above: Key Ad in Showmanship Campaign Book)

AND RAVES FROM THE N.Y. PRESS!

"★★★★ SCREAMINGLY FUNNY SCENES! SHEER ENTERTAINMENT. ONE OF THE BEST!"

—CAMERON, News

"RIB-TICKLING HIT! FOR OUTRIGHT MIRTH BE PREPARED FOR SOME GEMS! Seeing Jimmy Durante in a spoof on Tarzan is worth the admission price alone! Laurel and Hardy in a masterpiece of comic timing! *—WOLF, Cue*

"SETS THE NOSTALGIA ABLAZE! HEARTY GUFFAWS! ENOUGH TO MAKE YOUR HEAD REEL!! Wallace Beery, Lucille Ball, Marie Dressler in treasured moments! Garbo, Robert Benchley, W. C. Fields, Red Skelton—all to the excellent!"

—CRIST, Herald Tribune

"Memory-tickling ganders of at least 50 stars! MARX BROTHERS SCREAMINGLY FUNNY!" *—CROWTHER, Times*

"BURSTS OF HILARITY! THE STARS ARE DAZZLING! WHAT A TREASURE! Clark Gable, one of the funniest as well as dynamic and glamorous actors of his time!" *—COOK, World-Telegram*

"VERY FUNNY! BOUND TO FASCINATE! A GRAND TIME!"

—PELSWICK, Journal-American

"FAST-MOVING AND FUNNY!"

—WINSTEN, Post

And NEWSWEEK!

"JEAN HARLOW, the splendidly tough, glittering comedienne of screen legend! Laurel and Hardy are debonaire masters! Buster Keaton—magnificent!"

EDITORIAL

(*Continued*)

delivered. Perhaps it is still floating about in the limbo of the Chamber's 41 different departments. With no malice in our hearts, we sent a copy of our Aug. 3 letter.

On Sept. 4, the Chamber replied in the following fashion. Their letter was polite though hardly informative. By this time, however, we had learned to appreciate any answer to a letter sent to Washington. Here is what they said:

From The Chamber:

This is in response to your original letter dated August 3, the duplicate copy of which I received this week.

Considering the hapless circumstances surrounding your initial correspondence with us, I wince a little to confess that no one on our staff is familiar with the blind bidding practice conducted in the motion picture industry. Even a consultation with our experienced people in the Audio-Visual Department failed to evoke satisfactory information on this subject.

In expressing my regret that we are unable to help you. I wish to explain that the National Chamber's primary function is that of spokesman for the general business community on National legislative issues. Hence, we cannot be knowledgeable about many of the practical problems in specific industries.

I have, therefore, forwarded your letter to the Motion Picture Association of America (522 Fifth Avenue, New York City) in the hope that that organization will be in a better position to advise you.

Since you have been unsuccessful in your efforts to interest the Justice Department and the Federal Trade Commission in this question, I suggest that you communicate with your congressman and/or Senators Hugh Scott and Joseph Clark. They can be reached by addressing correspondence to them at the Senate Office Building, Washington 25, D. C.

Again, I'm sorry we cannot be helpful to you at this time.

This study of frustration ended with the following letter to the Chamber. We appreciate the difficulty of keeping up on the peculiar characteristics of all industries. We did feel, however, that they should be aware of how other industries conduct their bidding procedures. Here is our letter:

To The Chamber:

Confucius said, "The cautious seldom err." In all humility and with every respect for your organization, I am reminded of Lincoln's remark, to which I subscribe: "With malice toward none, with charity for all, with firmness in the right, as God gives us the light to see that right."

You speak of the "hapless circumstances" surrounding my correspondence with your organization. You have no idea just how "hapless" these circumstances have been. You say you did not receive my original letter. On the same day, the Philadelphia office of the Chamber wrote to tell me they did not receive my original letter. Yet there was a return address on my correspondence, and it never got back to me. Either the post office is conducting a vendetta against your organization or someone in your office is sidetracking your mail.

You say you "winced" to discover that you were unfamiliar with bidding problems in the motion picture industry. Well, I also winced when you said you took it up with the Audio Visual Department. Naturally they failed to come up with satisfactory information. If you would check with any of the thousands of motion picture theatre operators who also support Chambers of Commerce throughout the land, you would get a far better idea of the business havoc being caused by abuses of bidding procedures in the motion picture industry.

You say, "The Chamber's primary function is that of spokesman for the general business community on national legislative issues." Yet an important segment of industry as a whole, including city, state, and federal governments, does business via bidding. Isn't it strange that you should know nothing of "bidding practices"?

Believe me, I am not trying to be offensive. Still it seems to me that the Chamber's knowledge of business must be quite limited when you seek information on this subject from the Motion Picture Association.

I have the highest respect for this organization, and so does the entire industry. However, this group is supported entirely by motion picture producers and distributors and has absolutely no say in setting of sales policies. Even if they did think bidding procedures were wrong, they couldn't do a thing about it.

Producers and distributors are fully aware of exhibitor complaints. Every theatre organization is on record against these cruel, unfair, uneconomic practices. Distributors would never buy a pig in a poke if the situation were reversed, but this is what they expect theatres to do via blind bidding for pictures.

Every trade paper in the motion picture industry has come out against the practice. We were first and we hit hardest, but Boxoffice Magazine finally took a stand this week.

You may be certain that copies of my letter to you will be forwarded by MPAA to all member companies, but this does not bother me a bit. I have made no secret of my attitude toward blind bidding and other abusive sales policies in editorials over a period of many years.

Your group advertises itself as "advancing voluntary leadership in a changing world." The theatre industry too is trying to find its rightful place in that changing world and can use all the help it can get. From experience I can tell you that trying to get information from any of the Washington bureaus is a hopeless task. Thank you for your attention although I had hoped for a more positive and informed reply.

This exchange of correspondence will not have been entirely in vain if the Chamber and the general business community has been enlightened in some small measure as to the business problems facing the motion picture industry. We trust that we have added to their understanding somewhat, even if we accomplished nothing else.

At least, we have not been silent.

A STICKY BUSINESS

We see where the Federal Trade Commission has moved against the bubble-gum firm that puts ball players' pictures in their product for monopolizing this field.

It is nice to see the FTC move with such vigor into this important area. We know a lot of theatremen who wish they would also listen to complaints about unfair trade practices in the motion picture industry.

After all, gentlemen, some things are even stickier than bubble-gum.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Mrs. Raymond L. Carpenter, St. Louis, gave birth to a baby girl, making **Woodrow R. Praught**, president, United Detroit Theatres, a grandfather for the first time.

Obituaries

LEO CURRY, 82, retired stage electrician and maintenance man at the Riveria, Binghamton, N. Y., died. He was a veteran of pre-World War I vaudeville stages.

HARRY DEMBOW, well known Philadelphia area exhibitor, died at the Media Theatre of a coronary. He also operated a theatre in Columbia, Pa.

B. C. “CAPPY DuVAL, international representative of the IATSE, died at his Inglewood, Calif., home of a heart attack. He was a member of Hollywood Property Craftsmen's Local 44 since 1923, and since 1926 had also been a member of Chicago Stage Employes Local 2.

FLOYD S. HARVER, JR., 48, died at Ochener Foundation, New Orleans, after six months of illness. He was sales manager of Don Kay Film Enterprises and active in Variety Clubs International. He was a native of Nowata, Okla. Survivors include his wife and three children.

AL PAUL LEFTON, advertising executive and member of Variety Club Tent 13, Philadelphia, died.

HARPO MARX, 70, famous “silent” comedian of the Marx Brothers, died in Mount Sinai Hospital, Hollywood. Survivors include his brothers, **Gummo, Zeppo, and Groucho.** His brother Chico died in 1961. He is also survived by his wife and four adopted sons.

WILLIAM C. SCANLAN, 88, senior member of the board of trustees of IATSE, died at Lynn Hospital, Lynn, Mass., after a short illness. He helped form the Lynn Stage Employes Local 73 in 1900 and was its business agent for the rest of his life.

MRS. HENRIETTA SUCKNO, 80, who with her late husband were among the first to operate motion picture theatres in Albany, N. Y., died. The couple conducted the Whiteway, the Regent, and the Albany. Born in New York City, she had lived in Albany for 62 years. Survivors are two daughters, three sons, six grandchildren, and four great-grandchildren.

FRED M. WILCOX, 59, for many years a Hollywood director, died at his Beverly Hills home. He was the brother of Mrs. Nicholas Schenck, wife of the retired former MGM president. He was born in Tazwell, Va., and began his film career in MGM's New York publicity department.

What's Doing At AA?

Theatremen are displaying understandable interest and concern over the current situation at Allied Artists, where a proxy fight seems to be in the offing. Exhibitors are fearful that dissident stockholders, if successful in unseating management, may spin off the company for its assets and dry up another important source of product.

Until such a time as those opposing management make their position and plans for AA's future a good deal clearer than they are now, theatremen are inclined to support Steve Broidy and the AA management team in this hour of crisis.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., OCT. 5

Product Split Approved; Exhib Loses Trust Suit

NEW YORK—Federal District Judge Dudley Bonsal rendered decision against E. M. Loew's Miami (Florida) Drive-In Corporation in its antitrust suit brought against Paramount, 20th-Fox, Warner Bros., Metro-Goldwyn-Mayer, United Artists, Universal, and American Broadcasting-Paramount Theatres.

He held that there had been no evidence of conspiracy in renting films to plaintiff's theatre. The case had been pending in the Southern District of New York since January, 1956, and was tried last May.

Judge Bonsal's opinion upheld the legality of a split of product not participated in by all exhibitors in an area, and condemned the notion that “where an exhibitor does not get what he wants, he automatically has an antitrust action.”

The result was reported by the Motion Picture Association of America.

Nicholson Heads Tent 25

LOS ANGELES—James H. Nicholson, president of American International Pictures, has been named new chief barker for Variety Club, Tent 25, according to retiring head officer Fred Stein.

Other Variety executives in the new group are Alfred S. Lapidus, first assistant chief barker (reelected); Allan J. O'Keefe, second assistant chief barker; Herbert L. Copelan, property master (reelected); S. Charles Lee, dough guy; and as canvasmen, M. J. Frankovich, Michael Forman, Ezra E. Stern, Robert L. Lippert, William H. Thedford, and Robert H. Benton.

HARRY DEMBOW

Harry Dembow was practically born and raised in the motion picture industry. He served it well for many, many years, and the friends he made, both in the industry and outside it, are poorer with his passing.

He was my dear friend, I never knew him to hurt a fellow human being, and that is a tribute that fits few men. He was a knowledgeable, capable exhibitor for many years in Media and Columbia, Pa. He was a devoted and wonderful friend.

The sincere sympathy of all of us are extended to his immediate family, and to his brothers, Sam and George, who are also well known film-men. The Dembows have always been a credit to the motion picture industry. Harry will be missed.

JAY EMANUEL

BROADWAY GROSSES

"Poppins" Is Magical

NEW YORK—Walt Disney's “Mary Poppins” arrived at Radio City Music Hall to lead the Broadway first run parade, with Columbia's “Lilith” at the Victoria also opening very well. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

“MARY POPPINS” (Buena Vista). Radio City Music Hall, with usual stage show, reported $114,538 for Thursday through Sunday, with the second week sure to tally $185,000. The first week was $195,496.

“NIGHT OF THE IGUANA” (MGM). DeMille garnered $11,000 for the ninth and final week.

IT'S A MAD, MAD, MAD, MAD WORLD” (UA-Cinerama). Warner Cinerama claimed $13,000 for the 46th week.

“OF HUMAN BONDAGE” (MGM). Loew's State reported $17,000 for the second session.

“CIRCUS WORLD” (Paramount). Loew's Cinerama reached $8,000 for the 15th week.

“TOPKAPI” (UA). Astor had $34,000 for the third week.

“LILITH” (Columbia). Victoria did $36,000 for the opening week.

“WOMAN OF STRAW” (UA). Criterion claimed $17,000 for the first week.

“A HOUSE IS NOT A HOME” (Embassy). Rivoli reported $9,000 for fifth and final week.

“CLEOPATRA” (20th-Fox). RKO Palace reported $28,000 for the first week of the popular prices, Showcase showing.

S. F. Fete Adds Entries

SAN FRANCISCO—Eight more feature films were added over the weekend for a total of 18 that will compete in the eighth annual San Francisco International Film Festival, which opens next Wednesday (Oct. 14) at the Coronet. As usual, Hollywood has preserved its record of aloofness by not having an entry. While in the past, there has always been at least one independently produced U. S. film in competition, the nearest America comes to representation in the fete is a U. S.-Canadian produced entry called “The Luck of Ginger Coffey,” which was made in Montreal.

A total of 17 nations, counting the U. S.-Canada dual entry, will be competing for the coveted Golden Gate Awards. Seven of the offerings are from Iron Curtain countries, of which USSR and Czechoslovakia each are entering two films. One Czech entry, “Lemonade Joe,” a satire on American western films, has been chosen to open the festival at next Wednesday's posh black tie invitational premiere.

While it has not been announced who will be among the Hollywood luminaries, if any, for the opening, most of the foreign countries participating are sending delegations, including all the Iron Curtain countries. Following are the entries not previously announced:

Russia's second entry, “There Is Such A Guy”; West Germany's “Encounter In Salzburg”; Poland's “Yesterday In Fact”; Holland's “The Human Dutch”; Yugoslavia's “Wild Growth”; Mexico's “The Well”; and France's “The Winner.”

Billy Wilder's SOME LIKE IT HOT

Billy Wilder's THE APARTMENT

Billy Wilder's IRMA la DOUCE

...so what's he done lately?

THE MIRISCH CORPORATION
PRESENTS

DEAN MARTIN KIM NOVAK
RAY WALSTON

IN BILLY WILDER'S

KISS ME, STUPID

CO-STARRING
FELICIA FARR CLIFF OSMOND

PRODUCED AND DIRECTED BY
BILLY WILDER

SCREENPLAY BY
BILLY WILDER AND I.A.L. DIAMOND

PRODUCTION DESIGNED BY
ALEXANDER TRAUNER

SONGS BY
GEORGE AND IRA GERSHWIN

MUSIC SCORE BY
ANDRE PREVIN

PANAVISION®

THRU
UA

Printed in U.S.A.

Sumner M. Redstone Heads TOA

New President Succeeds Rowley; Chicago Convention Attracts 1,000 Delegates; Agenda Full And Varied

Seen are new officers of Theatre Owners of America at the recent convention in Chicago. They include, standing left to right, Sherrill C. Corwin, Abe Blumenfeld, Malcolm Greene, Philip F. Harling, Richard A. Smith, Bernard Levy, Roy Cooper, and Julian Rifkin; seated are John H. Rowley, retiring president; H. F. Kincey; Sumner M. Redstone, newly elected president; John C. Broumas; and Myron N. Blank.

CHICAGO—Sumner M. Redstone, executive vice-president of Northeast Drive-In Theatre Corporation and chief executive officer of the 35-theatre Redstone Management circuit, both with headquarters in Boston, was elected president of Theatre Owners of America by the TOA board of directors and executive committee. Redstone succeeds John H. Rowley, president of Rowley United Theatres of Dallas, who becomes chairman of the board.

Redstone has been active in TOA affairs for many years, having served as assistant president and vice-president and a member of TOA's most important committees, including finance, pay television, and legal affairs, of which he also served as chairman. He is a member of the executive committee of the American Congress of Exhibitors.

Born in Boston 41 years ago, Redstone graduated from Boston Latin School with the highest scholastic record in the history of the school. He held two scholarships at Harvard College, graduating with honors in a little more than two years, and was graduated from Harvard Law School in the top 10 of his class.

Upon graduation from law school, Redstone was appointed law secretary to the Hon. William E. Orr, U. S. Court of Appeals for the 9th Circuit. While serving in this capacity, he also was on the staff of the University of San Francisco Law School, teaching there as well as at the university's Labor Management School. He next became special assistant to the United States Attorney General and represented the United States in tax litigation for several years throughout the United States. Thereafter, he became a partner in the Washington law firm of Ford, Bergson, Adams, Borkland and Redstone.

Redstone is the author of several articles on anti-trust, tax and labor laws, and is a member of the Bar of the United States Supreme Court, Supreme Court of Massachusetts, the District of Columbia, and the United States Courts of Appeals for the First, Second, Fourth, Fifth and Ninth Circuits.

In World War II, Redstone served three and a half years in the United States Army under the jurisdiction of the Military Intelligence Division. He entered as a private, held the ranks of corporal and sergeant, was directly commissioned by the Secretary of War, and left the army a first lieutenant with a reserve commission in the Military Intelligence Division. He is the holder of two army commendations including one for "loyalty and devotion to duty."

Redstone recently was selected by the Boston Junior Chamber of Commerce as one of the 10 outstanding young men in Greater Boston. He was chairman for several years of the Jimmy Fund (Children's Cancer Research Foundation) campaign and is trustee of the Foundation. He is chairman of the Metropolitan Division of the Combined Jewish Philanthropies, a member of the Boston University Club, Masonic Order, Variety Club, Boston Museum of Science, a director of the Boston Art Festival, and a trustee of the Art Lending Library.

Ten years ago, Redstone became active in the theatre interests of his family's amusement corporation to which he has devoted his time ever since.

Three amendments to the constitution and by-laws of TOA were adopted by the board at its pre-convention meeting.

In one, the number of members of the executive committee was reduced from 80 to 21. Previously, the by-laws provided that the executive committee should consist of not more than 80 members, but for a more efficient and expeditious administration of TOA, it was voted to limit the committee to 21 members.

Another amendment authorized the establishment of an advisory council to consist of not more than 60 members who would meet with the board of directors at its mid-winter and annual meetings.

A third amendment made past presidents of TOA ex-officio members of the board.

Harling Cites Continuing Battle Against Pay-TV

Philip Harling, in his convention address, said, "The Joint Committee Against Pay TV has never deviated from its avowed objective, to outlaw all forms of pay tv by Congressional legislation, whether by wire or air, and by the recent encroachment of the CATV systems which scent a good thing if they can come through the back door.

"The Joint Committee has extended its activities not only to your elected Representatives in Congress, but has appeared before countless City Councils where franchises were being sought for the CATV systems.

"In almost every case when the matter was brought to our attention and our aid enlisted, we have been successful in obtaining the prohibition against using the system for pay tv purposes . . .

"California at this very moment is engaged in a bitter controversy between Subscription TV, Inc., and the Citizens Committee for Free TV. On Nov. 3, the voters in that state will go to the polls and vote on an initiative which we hope will repeal the law permitting STV to operate as a pay tv company. In this we need your help.

"The reason that pay tv is not inevitable is because it is in direct conflict with the interest of the American people . . .

"The final determination as to whether Hartford will continue its testing will take place shortly after June of 1965.

"I urge you to support the Joint Committee so that we may bring this matter to a successful conclusion."

FTC Studies Problems Arising From Consent Decree

S. H. Aarons, chairman, TOA legal division council, in his address stated that "an investigation that has been going on now for about three years, an investigation in which some of you have undoubtedly participated, is the FTC's investigation of consent decree compliance in our industry.

"In the investigation of distribution practices, three representative exchange centers were selected, Los Angeles, New Orleans, and Boston.

"A careful investigation was conducted of the practice and mechanics of competitive bidding, and exhibitor charges and complaints relative thereto were gone into . . . The investigator heard not only exhibitor complaints but also distributor complaints. Blind competitive bidding was probed, and comments solicited regarding the practice. The growth and impact of new and powerful circuits not parties to the decrees were gone into. Some form of block booking versus single picture selling was canvassed. The desirability of production by the divorced circuits with divestiture requirements were studied. Their current size contrasted with their holdings at the time they signed their respective consent judgments was investigated. The application of the restrictive clauses in the consent judgments governing new acquisitions by the consent decree circuits was inquired into. Opinions were asked as to what the industry needed most, and for suggested palliatives.

"This was the most comprehensive and ob-

(*Continued on page 14*)

MGM's Weingarten Will Be Honored At Allied Meet As Producer Of Year

DETROIT—Lawrence Weingarten, producer of MGM's "The Unsinkable Molly Brown," and for 37 years one of Hollywood's most distinguished producers, will receive the coveted Producer of the Year award from the nation's theatre owners at the Allied Awards Banquet. This festive affair, which will climax National Allied's 35th annual convention of theatre owners, will be held in the Grand Ballroom of Detroit's Sheraton-Cadillac Hotel on Thursday evening, Oct. 22.

With 65 major films to his credit, Weingarten has one of the most successful and imposing production records in the history of the motion picture industry. The features which he has produced for Metro-Goldwyn-Mayer include "Cat On A Hot Tin Roof," "Don't Go Near The Water," "The Tender Trap," "I'll Cry Tomorrow," "Escape," "Too Hot To Handle," "A Day At The Races," to name but a few.

Son of a pioneer Chicago exhibitor, Lawrence Weingarten fell in love with the movies at an early age. After serving in the Army in World War I, he opened a publicity bureau serving the early film companies. He was responsible for the tremendously successful campaign to build Jackie Coogan to childhood stardom. In 1927, he became an assistant producer at MGM, produced many Tim McCoy westerners, and in 1929 was drafted by the late Irving G. Thalberg to assist on the historic first great musical production, "Broadway Melody."

United States Senator Philip A. Hart will address the nation's theatre owners at the Allied Awards Banquet. Senator Hart is on the important Committees of Judiciary and Commerce, and he is chairman of the Senate Sub-Committee on Antitrust and Monopolies.

Cinema Distributors of America will award an all-expense four-day vacation trip for two to Mardi Gras 1965 in New Orleans to one of the theatre owners registered at the convention.

The name of the fortunate theatre owner will be announced at the Allied Awards Banquet.

U-I Launches Aboaf Drive

NEW YORK—October Aboaf Month, a five-week overseas sales drive honoring Universal International Films vice-president and foreign general manager Americo Aboaf, will run until Oct. 31.

Forty-five of Universal's overseas branches and distributors will participate in the annual sales event, with prizes being awarded to the countries exceeding billings, bookings, and collections for the comparable period last year by the greatest margins.

Cohen Joins Cinema V

NEW YORK—Charles Cohen has been appointed to the newly-created post of national advertising and publicity coordinator for Cinema V Distributing, Inc., it was announced by Carl Peppercorn, executive vice-president and general sales manager. Cohen has resigned as exploitation director for Embassy Pictures.

A member of the industry for more than 25 years, Cohen started at Metro-Goldwyn-Mayer, later serving in executive advertising-publicity capacities at 20th-Fox, Allied Artists, and Warner Bros., in addition to Embassy.

MGM FETES Downing After Record "Molly" Run

CULVER CITY, CALIF.—Russell V. Downing, president of Radio City Music Hall, was the guest of honor at a luncheon at MGM Studios to celebrate the all-time box office record established at the Music Hall by "The Unsinkable Molly Brown."

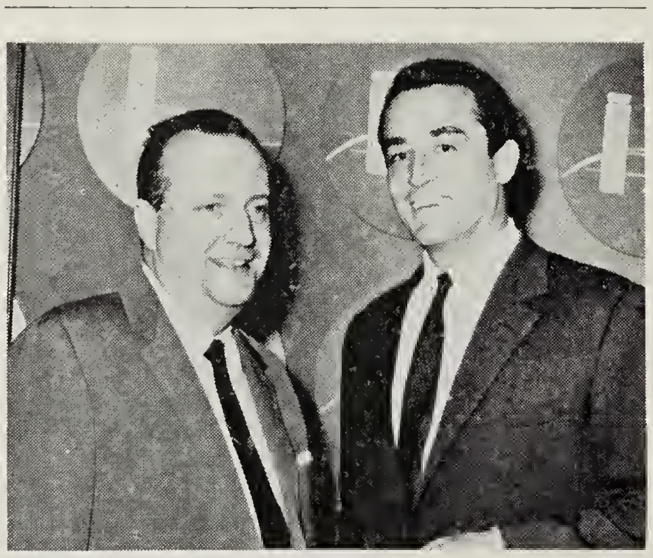
MGM's musical story of America's true-life Cinderella, in its 10-week run (July 16-Sept. 23) at the world's largest theatre, played to 1,300,467 persons and garnered $2,001,566 at the box office, the first film to reach the two-million-dollar mark in the 32-year history of the famed theatre.

Hosting the luncheon were Robert M. Weitman, MGM vice-president in charge of production; Debbie Reynolds, who starred in the musical's title role; and Lawrence Weingarten, producer of the nation's number one grossing attraction.

10 On Governor Slate

NEW YORK—Governor Films' augmented schedule now calls for the release of 10 features during 1964, according to David Emanuel, company president. This represents an increase of six films over last year's total.

October releases include the timely spoof on spy spoofs, "Carry On Spying," produced by Peter Rogers and directed by Gerald Thomas; and the science fiction features, "The Brain" and "The Black Torment." Currently in release are "Lady Doctor," starring Abbe Lane and Vittorio DeSica; "A Touch Of Hell," starring Anthony Quayle, Sarah Churchill, and Cliff Richard; "Tomorrow At Ten," with John Gregson, Robert Shaw, and Alex Clines; "Carry On Regardless," starring Sidney James, Liz Fraser, and Kenneth Conner; "Get On With It," another "Carry On" comedy starring Shirley Eaton, Eric Barker, and Bob Monkhouse; and "Doctor In Distress," Betty Box production starring Dirk Bogarde, Samantha Egger, Mylene Demongeot, and James Robertson Justice. "Hercules Against The Moon Men," science fiction spectacle starring Alan Stiele, is scheduled for year-end release.



Vittorio Gassman, right, star of Joseph E. Levine's "Let's Talk About Women," recently arrived in New York from Rome, accompanied by Mario Cecchi Gori, producer of the Embassy Pictures release.

Cinerama Reports Loss; Reisini Exits Board Posts

NEW YORK—Cinerama, Inc., engaged in the exploitation of its patented motion picture process through a worldwide franchised exhibition chain, announced the results of its operations and those of its consolidated subsidiaries for the first six months of this year. Financial statements filed with the Securities and Exchange Commission showed a loss of $5,184,555 for the period, and further substantial losses are expected by year-end.

The company has been unable to secure long term financing, and its cash and current position have deteriorated materially over the summer. Discussions seeking deferrals have been had with major creditors, and unless such deferrals can be obtained and negotiations for related interim financing can be concluded successfully, relief in the courts under Chapter XI of the Bankruptcy Act will be sought.

Management believes that the company's present financial problems may be solved by extending larger debts, rather than a modifying of them, and obtaining new money to pay amounts due smaller creditors. Completion of these arrangements will also require that William R. Forman, holder of the company's $17,400,000 principal amount of funded debt, now overdue, agree to substantial modifications of his position, and negotiations with him are now in progress.

There is no question it was said, about the company's continuing in business. Overhead reductions are now in process and the company should have United Artists's picture "Greatest Story Ever Told" available for release beginning late this year and, sometime in mid-1965, "Halleleujah Trail," another United Artists' film. Furthermore, the company is now in active negotiations with Metro-Goldwyn-Mayer for a deal on the filming of Alan Moorhead's "Blue and White Nile," in which the company has picture rights, and with United Artists and Warner Bros. on additional films. In addition to assuring a continued flow of films for Cinerama release, the company intends to continue its theatre expansion program in accordance with long range plans previously formulated.

Forman, president, cinerama Inc., also announced the resignation of Nicolas Reisini as chairman of the board of directors and as a member of the board of directors.

In addition, Howard G. Minsky, vice-president, has been elected as a member of the board of directors.

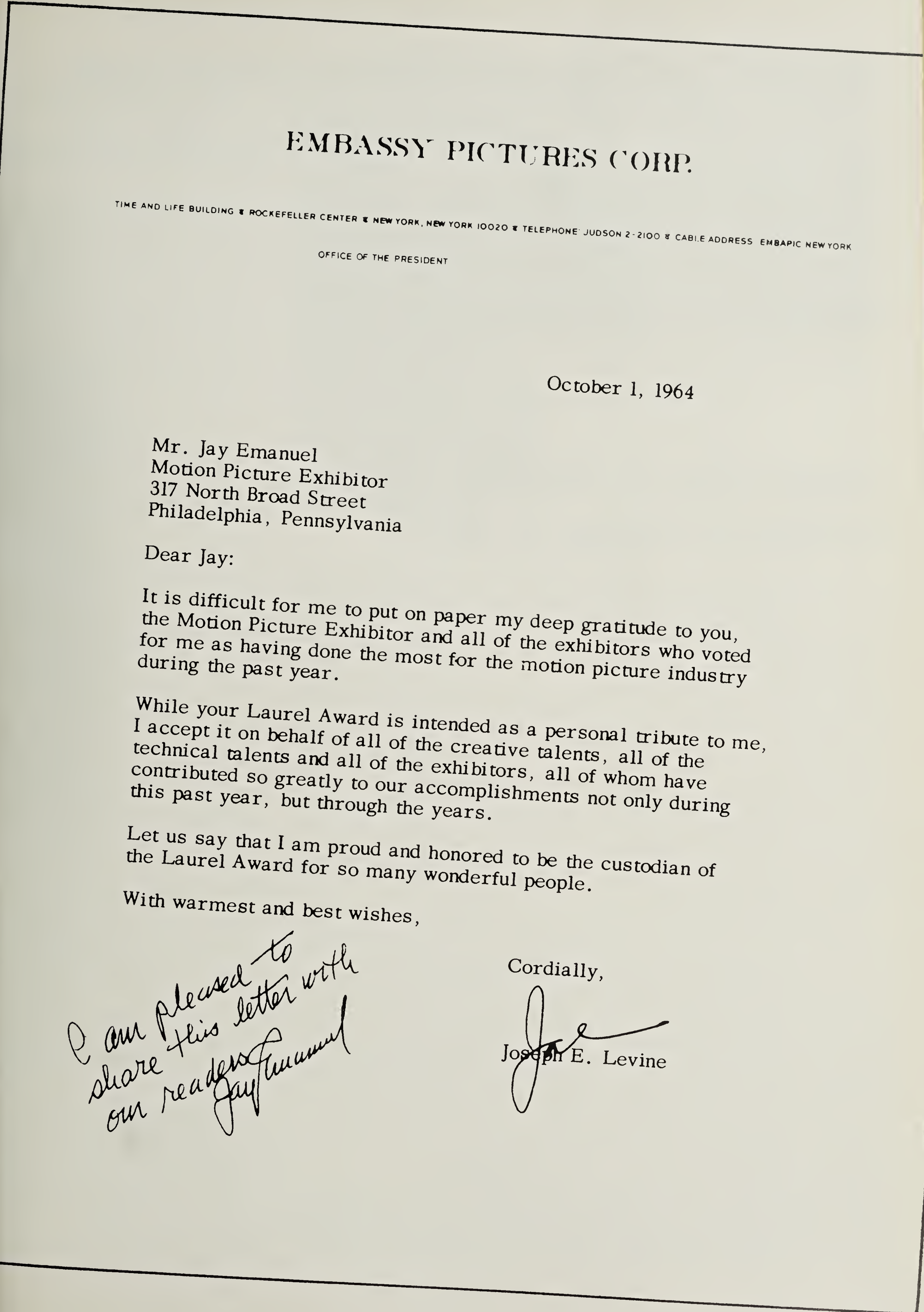
"Where Love" In Benefit Bow

NEW YORK—Joseph E. Levine's "Where Love Has Gone," starring Susan Hayward and Bette Davis, will have its gala New York premiere on Sunday evening, Nov. 1, at Loew's Cinerama.

The black-tie opening will be sponsored by the Lila Motley Cancer Foundation, with proceeds to be donated to the Cancer Radiation Pavilion, established by the Foundation, at the New York University Medical Center Hospital.

Harrison To IFIDA

NEW YORK—Independent Film Importers and Distributors of America, Inc., has accepted for membership the firm of Harrison Pictures Corp. Edward Harrison will represent the new member on IFIDA's board.



EMBASSY PICTURES CORP.

TIME AND LIFE BUILDING ▪ ROCKEFELLER CENTER ▪ NEW YORK, NEW YORK 10020 ▪ TELEPHONE: JUDSON 2-2100 ▪ CABLE ADDRESS EMBAPIC NEW YORK

OFFICE OF THE PRESIDENT

October 1, 1964

Mr. Jay Emanuel
Motion Picture Exhibitor
317 North Broad Street
Philadelphia, Pennsylvania

Dear Jay:

It is difficult for me to put on paper my deep gratitude to you, the Motion Picture Exhibitor and all of the exhibitors who voted for me as having done the most for the motion picture industry during the past year.

While your Laurel Award is intended as a personal tribute to me, I accept it on behalf of all of the creative talents, all of the technical talents and all of the exhibitors, all of whom have contributed so greatly to our accomplishments not only during this past year, but through the years.

Let us say that I am proud and honored to be the custodian of the Laurel Award for so many wonderful people.

With warmest and best wishes,

Cordially,

Joseph E. Levine

I am pleased to share this letter with our readers
Jay Emanuel

James Carreras, chief barker, Variety Clubs International, was guest of honor recently at a luncheon at Sardi't Restaurant in New York tendered him by Tent 35. From left to right are committeeman exhibitor Si Fabian; Mrs. "Tommy" Waldman, head of the Tent Barkerettes; Carreras; Jack M. Levin, chief barker, Tent 35; and committeeman exhibitor Harry Brandt.

Summer Surge In Filmgoing Cited By Hetzel In Address To SMPTE

NEW YORK—Addressing the opening luncheon of the Society of Motion Picture and Television Engineers Conference at the Commodore Hotel, Ralph Hetzel, acting president of the Motion Picture Association of America, Inc., commented on the close working relations in the production of motion pictures for both theatres and television.

Commenting on the exceptional film business of the past summer, Hetzel stated: "Already this year an extraordinary record has been rolled up in motion picture theatres. The first eight months of 1964 showed an average increase in the United States domestic film rentals for our member companies of about 20 per cent over 1963. Of course, some companies did better than others. That's the rule of our highly competitive business.

"Last week, when in London, I had reports that boxoffice returns in Great Britain, a market that has had drastic declines in theatre attendance, had increased in 1964 at a percentage not much less than that in the United States, for the first six months.

"I think this resurgence in the United States, as well as abroad, is far more than a flash in the pan. As an economist, I see ahead a long secular upward sweep of population and economic developments that promise to lift our business in the same direction."

Hetzel further emphasized the broad scope of the recent upward surge of film business when he stated: "The new vitality and freshness of films, and the production of films aimed at special audiences have attracted more and more people back to the movies. The quality of product today is, in my judgment, superior to any we have enjoyed at any time. Film makers still make mistakes—it is notoriously hard to predict the taste of the American public in advance, but they are obviously doing a better job of matching public taste with appropriate product than ever before. . . .

"New trends in exhibition," Hetzel said, "strengthen the fact that the new confidence shown by all members of the industry is heartening." He pointed out that "exhibitors have done their share to spark motion picture resurgence, by making theatre-going more attractive. Last year, 320 new motion picture theatres were opened, or were announced or under construction, at a total cost of almost $100 million. Most of them were small or medium-sized houses in shopping centers—located, needless to say, where the people are and where it is most convenient for people to go.

"In addition, 670 older motion picture theatres were remodeled, 150 old ones were closed, and 170 which had been closed were reopened."

In referring to the new and growing interest of young people in motion pictures, Hetzel said: "To me, the most exhilarating prospect of all is the growing interest and excitement of young people in motion pictures as a medium of expression. I feel we are confronted with evidences that alert and intelligent young people, especially at colleges and universities, are looking to motion pictures for new ways of expressing their ideas and emotions. If the young people at colleges and universities, while in school and later, have this growing sense of interest in films, they will build a great new audience that will call forth more creative films and greater films."

Bergman Leaves AA

NEW YORK—Lee Bergman, Allied Artists publicity manager for the past two years, has resigned. Pending announcement of future plans, Bergman will undertake a special publicity assignment on behalf of Irvin Kershner, director of "The Luck of Ginger Coffee."

Col. Sets Dividend

NEW YORK—The board of directors of Columbia Pictures Corporation declared the regular quarterly dividend of $1.06 1/4 per share on the $4.25 cumulative preferred stock, payable Nov. 16 to stockholders of record at the close of business Nov. 2.

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jective investigation of our industry by a public body in the 16 years which have elapsed since RKO signed the first consent judgment.

"It will soon make its report to the Department of Justice, and it will then be up to the Department to take the next step.

"Whether it will herald changes in the consent decree, or special legislation for the industry, or both only time will tell. It is difficult to believe that three years of investigation will pass without some form of action."

Censors' Power Lessens As Court Rulings Mount

Barbara Scott, Motion Picture Association of America attorney, participated in a discussion of legal problems in the motion picture industry, and discussed "Motion Picture Censorship and the Exhibitor."

She said, "U. S. Supreme Court decisions have left censors practically powerless. The old standards of judging a picture are no longer legal. Only obscene motion pictures can be legally prohibited.

"The U. S. Supreme Court, however, was not prepared to declare all motion picture censorship contrary to the Constitution. It was the view of the majority of the Court that the government might require submission of films as a constitutional method of controlling the exhibition of obscene films.

"In a pending case, however, State of Maryland vs exhibitor Harold Freedman, we are thoroughly convinced that under the law, the Court will decide that a state cannot require the submission of films which are not obscene, nor can it criminally convict an exhibitor for failure to submit, prior to exhibition, a non-obscene picture . . .

"It will become increasingly more important to determine what is obscene and what is not. Everyone is sure he knows what obscenity is, but try to get a definition! In order to be considered legally obscene, a motion picture must be utterly without redeeming social importance. This means that if a picture has any literary or artistic value or any other form of social importance, it may not be branded as obscene and denied constitutional protection; the mere fact that sex is portrayed is not sufficient reason to deem it obscene; the material must go substantially beyond the customary limits of candor in description or representation; and the community standard to be applied is not the local community standard of prurient interest but a national standard. In other words, to be legally obscene, a motion picture must be hard core pornography. And even this, of course, is not a precise guide to what is not obscene . . .

"Under the Court's definition of obscenity and its application of the test, only a miniscule percentage of commercial motion pictures could possibly be held to be legally obscene . . .

"As a result of the limitations which have been placed on censor boards by the courts, there have been attempts by state and city legislators to devise other methods by which the exhibition of motion pictures can be controlled. Foremost among these has been the trend toward classification of motion pictures by a governmental body which determines the suitability of motion pictures for certain age groups . . .

"The Supreme Court in deciding "The

(*Continued on page* 16)

Mirisch Corp., UA In 10-Year Pact, Calling For Minimum Of 48 Features

HOLLYWOOD—The Mirisch Corporation and United Artists Corporation have signed new contracts extending their exclusive association through 1974, it was announced by Harold J. Mirisch, president of the Mirisch Corporation; Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board, of United Artists, on the occasion of the seventh anniversary of the Mirisch organization.

The new pact continues the close association between the two companies which began with the formation of the Mirisch organization in September, 1957.

A minimum of 48 pictures will be delivered by the Mirisch organization for United Artists release under the new agreement which covers 28 features in addition to the 20 films covered by the currently existing pact.

Commenting on the new Mirisch-UA agreement, Benjamin and Krim stated on behalf of United Artists:

"We are extremely pleased to continue our rewarding relationship with the Mirisch Corporation. This new pact offers clear-cut evidence that the expectations of our original and subsequent agreements with the Mirisch organization have exceeded our fondest hopes. In seven years of operation, the Mirisches have established themselves as the most successful independent motion picture producers in the industry."

Harold J. Mirisch, on behalf of the Mirisch organization, declared: "It is with great pleasure that we renew and extend our ties with United Artists. We have been with UA since the founding of our film-making operations in 1957, and the association has been and continues to be a most happy and profitable one. Therefore, we have entered into this new and far-reaching agreement with UA and now look forward to many more happy years and fine films together."

During the past seven years the Mirisch organization has presented a total of 25 motion pictures under its banner for UA release. These films have been nominated for a total of 39 Academy Awards and have won 17 of the coveted "Oscars" including statuettes for "Best Picture" of 1961—Billy Wilder's "The Apartment"—and in 1962, Robert Wise's "West Side Story." These 25 films also include such outstanding successes as Wilder's "Some Like It Hot" and "Irma La Douce," and John Sturges' "The Great Escape."

Additionally, there are three films which have completed photography and are now being prepared for release. These are Billy Wilder's "Kiss Me, Stupid," which will be UA's Christmas picture; John Sturges' "The Satan Bug," and "A Rage to Live," based on the John O'Hara novel.

A major road show presentation, John Sturges' "The Hallelujah Trail," being filmed for release in Cinerama, is currently before the cameras. And preparations are underway for three additional road show presentations, the George Roy Hill-Walter Mirisch production of James Michener's "Hawaii," Billy Wilder's "The Private Life of Sherlock Holmes," and the Blake Edwards production "The Battle of Gettysburg."

Arthur B. Krim, left, president, United Artists Corporation, and Harold J. Mirisch, president, The Mirisch Corporation, sign new contracts in Hollywood providing for a minimum of 48 major films to be made by the Mirisch organization for UA release during the next 10 years.

Other films now being prepared for immediate production by the Mirisch organization include "Return From The Ashes," to be produced and directed by J. Lee Thompson; "The Return of the Seven," starring Yul Brynner, produced by Walter Mirisch; and "The Confessor," starring Tony Curtis and Henry Fonda, produced by Edward Lewis and directed by John Frankenheimer.

Also, "The Law and Tombstone," produced and directed by John Sturges; "The Off-Islanders," produced and directed by Norman Jewison; Blake Edwards "What Did You Do in the War, Daddy?," produced by Martin Jurow and directed by Edwards; "Bandoola," starring Yul Brynner, produced by Lewis J. Rachmil; "Cast a Giant Shadow," starring John Wayne and another top male star as Col. Mickey Marcus, co-produced by Melville Shavelson and Michael Wayne, and directed by Shavelson; "Richard-Sahib," produced and directed by John Sturges; "A Garden of Cucumbers," produced by Walter Mirisch; "The Pilgrim Project," produced by Lawrence Thurman; and "The Mutiny of Madame Yes," produced and directed by Donald Neame.

Lewis To Skouras Circuit

NEW YORK—Arnie Lewis will join Skouras Theatres Corporation as assistant film buyer, effective Oct. 13. Lewis is currently head booker at the Newark division office of Stanley Warner Management Corporation.

ACLU Brief Supports Md. Anti-Censor Appeal

BALTIMORE, Md.—Felix J. Bilgrey, attorney for Ronald L. Freedman, Baltimore motion picture exhibitor who is seeking a United States Supreme Court reversal of his conviction of violation of the Maryland censorship law, expressed "deep and sincere gratitude" to the American Civil Liberties Union for backing the appeal in a brief filed as a friend of the court.

"It is heartening to have the support of this distinguished organization, which has done so much to protest our constitutional right of freedom of expression. The arguments presented in the ACLU brief are forcefully stated and lend eloquent clarity to the contention that motion pictures deserves the same protection from censorship that the law provides for all other media of expression."

Freedman was arrested and convicted for exhibiting "Revenge at Daybreak" at the Rex, Baltimore, after refusing to submit the picture to the state censor board. The picture, which deals with the Irish rebellion and admittedly has no objectionable scenes, is released by Times Film Corporation.

In his own brief, filed earlier with the Supreme Court, Bilgrey declared, "To acknowledge appellant's constitutional right of free expression and to stamp him a criminal for exercising that right would take us back to the never-never land of jurisprudence unimagined even by the great author of Areopagitica."

The Supreme Court is expected to review the Freedman case in its present term.

Wolper Signs UA Pact

NEW YORK—David L. Wolper, president of Wolper Productions, has signed a multiple picture agreement with United Artists to produce theatrical features.

The new films will be in addition to the two documentaries already set by Wolper for UA release. These are the "The Rise and Fall of Adolph Hitler" and "Four Days In November," a two-hour film made in association with United Press International on the assassination of President Kennedy.

The production of the entertainment features will be handled by a special motion picture department now being organized by Wolper Productions.

First to join Wolper's motion picture division is Theodore Strauss, formerly head of 20th-Fox story department. Strauss recently wrote the narration of "Four Days In November," which will have its world premiere in Washington, D.C., at RKO Keith's on Oct. 6.

MGM Promotes Hudgins

NEW YORK—Morgan Hudgins has been appointed publicity director for MGM productions in Europe, Robert H. O'Brien, president of Metro-Goldwyn-Mayer, announced.

A publicist with MGM since 1947, Hudgins has been in charge of production publicity on a number of MGM's most important pictures, among them "Quo Vadis," "Mogambo," "Ben-Hur," and "Mutiny on the Bounty."

Mrs. Furst Heads Group Sales

NEW YORK—Mrs. Ruth Furst has been appointed group sales director for the world premiere roadshow engagement of 20th Century-Fox's "The Sound Of Music" at the Rivoli, it was announced by Salah M. Hassanein, executive vice-president of United Artists Theatre Circuit, Inc.

Eighth San Francisco Film Festival Attracts Entries From Everywhere

SAN FRANCISCO—Irving M. "Bud" Levin announced that 10 feature pictures from nine countries have been accepted to date as entries in the eighth annual San Francisco International Film Festival to be staged this year (Oct. 14-27) at the Coronet Theatre. The founder and managing director of the global competition said additional entries are now being screened.

So far, three nations from behind the Iron Curtain—USSR, Hungary, and Czechoslovakia, the latter with two entries—have had pictures accepted in the contest for Golden Gate Awards. The other countries are Japan, Italy, Denmark, Spain, Hong Kong, and Israel. None of the entries has ever been seen in North America before and, consonant with the regulations governing international A-class festivals, none has ever been shown at any other festival.

Italy, always a strong contender in the San Francisco fete, has entered "The Naked Hours," directed by Marco Vicario and starring Keir Dullea, the youthful American who won the Best Actor award in the 1962 festival here for his role in "David and Lisa." The Italian film is described as "a study of manners and morals in modern Italy." The two Czech entries are "Lemonade Joe," a satirical spoof of Hollywood horse operas, and "A Fool's Chronicle," anti-war romance of the 17th century during the Thirty Years War. Russia also comes up with a war theme in "At Your Doorstep," which depicts the common people of the Soviet Union during the days when Moscow was encircled. Likewise, Hungary with "Yes," a terse personal drama of social alienation in the face of threat of atomic holocaust.

Israel's "Sallah" concerns the tribulations of an oriental in the new state. Spain's "The Happy People" also delves into morals and manners, this time at Spanish summer resorts. Then Japan gets into the same act with "All Mixed Up," which is press agented as "a searching psychological study of warped sexuality," and might be dismissed as a publicist's fantasy except that it was directed by the important Yasuzo Masumura and currenlty is a box office sensation in the Orient. Denmark will be represented by "Epilogue," starring Erno Muller and Maud Berthelson under the direction of Hennig Carlsen, a trio of Danish top notchers. Two of the better known Chinese actresses, Ivy Ling Po and Li Li Hua, share starring honors in "Between Tears and Smiles," directed by Lo Chen in the Hong Kong studios of Shaw Bros. Ltd.

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Lovers" case, made reference to the legitimate interest which state and localities might have in preventing the dissemination of material which is harmful to children, and indicated that it might be possible to devise laws for this purpose. This language will give sustenance to state legislators thwarted in their attempts at traditional censorship or classification, to follow the lead of the language of the Supreme Court and enact new legislation to control motion pictures . . .

"As an industry, we have made tremendous progress in freeing the screen in the last 10 years. But our fight is far from won. We must do our part not only to fight censorship but to serve the public so that there will be no necessity for governmental control of motion pictures . . . We can work in our communities to keep our audiences informed about the content of motion pictures. We can effectively use The Green Sheet with organizations in our communities; we can help parents to become informed so that they can shoulder the responsibility of determining what motion pictures their children should or should not see, and if our efforts to forestall the institution of governmental legislation fail, we can all join together to fight proposals, not only in the legislatures, but if necessary, in the courts."

D of J's Silverman Discusses Gov't Problems With Industry

Maurice Silverman, Anti-Trust Division, Department of Justice, cited some of the Department's problems involving the industry and discussed three court proceedings of importance in the Paramount case. These were the authorization of Stanley Warner Corporation to acquire the Lone Star Circuit, which operated 32 drive-ins and five conventional theatres in 12 Texas cities and towns; the replacement by American Broadcasting-Paramount Theatres of the Imperial, downtown Charlotte, with a theatre in a shopping center four and a half miles south of the downtown area; and production and distribution by a divorced circuit, National General.

Silverman said, "We in the Antitrust Division are quite aware of the reasons for exhibitors' distate for blind bidding. However, the practice is not enjoined by the Paramount case judgments. We have done what we can to discourage the practice. And we have constantly taken the position that it would be discriminatory and, hence, violative of the Paramount judgments to screen a picture for any exhibitor in a given situation without screening it for all the exhibitors involved in the bidding.

"The Federal Trade Commission has been investigating compliance with the judgments entered in 50 some important anti-trust cases. The Paramount case was among them. We expect to receive the Commission's report in the coming months, and we are sure it will be thorough, extensive, and helpful."

Picker Calls For Effort To End Industry Bickering

Arnold Picker, executive vice-president, United Artists, told the TOA that "I am fully convinced that the medium known as the motion picture is the most important single form of mass communication man has ever known."

He said he believes the film to be "the finest single salesman our country has ever had, and it is fundamentally our films which have conveyed to the world our ideas on what we stand for, our customs, our habits, our language, our architecture."

Picker added that "regardless of some press criticism, a fine image of America is portrayed."

Touching upon the economic role of films in terms of jobs and a gross product, he said this "runs into billions and billions of dollars." He said, "The bulwark of the motion picture industry of the free world is the U. S. Without our contribution not only are we in trouble here, in this country, but the motion picture industry in almost every major country in the world is in difficulty." He said the entire aspect of global film business could be jeopardized if American distribution and exhibitors "keep harping at each other in a destructive manner." He called for experimentation in both distribution and exhibition to keep pace with a moving and dynamic world.

He told his audience that a fight between distributors and exhibition over percentage of box office should give way to a mutual concern for the building of a greater audience. He cited his own company's willingness to depart from the traditional in the form of providing the distribution outlet for independent producers and in UA showcase marketing. He called upon exhibitors to carry their share of the burden by new theatre development, rebuilding, rehabilitation, and refurbishing of old theatres.

Carreras Seeks Support For Variety, Hospital

James Carreras, Variety Club chief barker and president, London's Hammer Films, appealed to the convention for more exhibitor participation in Variety while acknowledging support already given. He also asked for greater support for the Will Rogers Hospital.

Carreras termed the Variety Clubs "the greatest charitable organization for children in the world."

Para. "Carnival Of Hits" Entertains 1,000 Delegates

Over 1,000 TOA convention delegates and exhibitors from throughout the Great Lakes area packed the floor of the Chicago International Amphitheatre for Paramount Pictures' spectacular "Carnival of Hits."

A complete traveling carnival was brought in by Paramount to spotlight more than 50 of the company's forthcoming releases. Rides, games, side shows, and other attractions were keyed to coming films from Joseph E. Levine, Otto Preminger, Hal Wallis, Seven Arts, the Edward Lewis-Kirk Douglas Company, Jerry Lewis, and many other producers.

The huge Amphitheatre was lavishly decorated with posters, banners, and special displays heralding individual pictures. Over 50 giant star cut-outs depicting personalities, producers, and directors were hung from the ceiling. Special lighting effects and thousands of free-floating balloons added to the festive atmosphere.

Guests donned straw hats and colorful peppermint-striped vests as they entered the Amphitheatre. Everything was "on the house," courtesy of Paramount, including admission to all the rides and attractions, food, and drink. In addition to regular carnival prizes awarded at individual games, there was a special "grand finale" drawing for free vacation trips and other big merchandise prizes.

Representing Paramount at the "Carnival of

(*Continued on next page*)

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(Continued)

Hits" were Charles Boasberg, general sales manager; Martin Davis, vice-president in charge of advertising and publicity; Tom Bridge, assistant general sales manager; and Joseph Friedman, assistant director of advertising, publicity and exploitation.

LeRoy Cites New Spirit Among Film-Makers

Producer Mervyn LeRoy told the TOA convention, "A new and happy spirit has hit the film capital . . . inspired in no small measure by the expression of confidence that you have displayed to us with your new theatre building programs . . . When we see that you are investing your money in building new theatres and drive-ins, it gives us confidence.

"The ingredients that make up a picture in its entirety are more important than any single ingredient that goes into the making of that picture. The play's the thing. . . .

"We must hear from you people who deal directly with the public, and we must hear from you to learn what our customers are buying—or more important, what our customers are not buying. Tell us what we can accomplish, but don't tell us when it's too late. We need people to give us honest and accurate reactions of public opinion."

The convention ended with the traditional President's Banquet. This affair, sponsored by Coca-Cola, was climaxed by the presentation of TOA's star of the Year Award to actress Ann-Margret.

Heederick To BV

NEW YORK—Irving H. Ludwig, president and general sales manager of Buena Vista, announced the appointment of Andrew M. Heederick, Jr., to the sales staff of the Disney distributing subsidiary as manager of the BV branch in Los Angeles.

Netter Joins Plassey Prods.

LONDON — Irving Allen, Terence Young, and Euan Lloyd, directors of Plassey Productions, announce that L. Douglas Netter, Jr., has joined the board of the newly formed group. The company's first production will be "Clive of India."

Chi Dailies Providing Gratis Movie Ad Space

CHICAGO—Gratis movie page ad space is given regularly by the four Chicago dailies for the display of institutional copy designed to sustain and hypo the interest of Chicagoland moviegoers. Current copy hails Hollywood's New Season, urging movie page readers "this fall see all the great new movies."

The practice was initiated last spring by Lambert Swatek, amusement advertising manager of the Chicago Tribune, at the behest of the Balaban and Katz press staff. Swatek started with a campaign for Father's Day, proclaiming Dad's Day as Family Movie Day, and then continued throughout the summer months with "summertime is movie-time" copy.

By late June, the B&K publicists had prevailed on the American, Sun-Times and Daily News to join the "summertime" promotion by using similar institutional copy almost daily. Now all four newspapers are saluting the new season product and similar support is anticipated over the holiday and winter months.

Times Plans Expansion

NEW YORK—Sydney Gross, public relations, publicity, and advertising expert, has joined Times Film Corporation as public relations and promotion consultant, it was announced by Jean Goldwurm, president of the distributing company.

Goldwurm disclosed that Gross' new alliance with Times Film is in line with the company's plans to expand its distribution of foreign pictures. Heretofore, Times Film's activities were confined to the American continent. Now, however, the company is preparing for world-wide promotion and distribution of its products.

Seymour Poe, 20th Century-Fox executive vice-president, and David Raphel, foreign manager, recently greeted a group of Latin American visitors on their trip to the company's home office. Seen, left to right, are Harry Anastassiadi, 20th-Fox general manager in Brazil; Poe; L. S. Ribeiro, Jr., owner of 140 theatres in Brazil; Raphel; and Francisco Rodriguez, 20th-Fox Latin American supervisor.

Boston Downtown Theatres Succeed In Luring Public From TV, Suburbs

BOSTON—There's a new pulse beating in the motion picture exhibition business here, a resurgence in business, and Boston exhibitors feel they have now licked the one time trend to exhibition of first run films in neighborhood houses. But, much more important, they feel they've "licked the pants off" the competition of the television stations' picture fare.

While exhibition of first run fare in neighborhood houses has been practically discontinued, big pictures, which lend themselves to exploitation, are prying the patrons from their tv sets and luring them to downtown first run houses with promises of "more."

In the meantime, the "showcase" technique has taken the place of the former trend of trying out first runs in neighborhood houses with an opening in a downtown house day and date with openings in selected neighborhood houses, and sometimes in drive-in theatres too. But, the big thing is the ungluing of the television watchers in the face of some brand new competition by tv stations in Boston that are unveiling new packages of films which are more and more recent. Not only that, the television stations are showing these films to coincide with downtown film theatre timetables.

It's a fight between the exhibitors cry, "Go out and see a picture," and tv stations' battle cry, "Stay home and see a picture."

The most important thing, however, that has hit the exhibitors is the feeling that Hollywood is making better pictures now, and that "they have to keep ahead all the time because of the tv competition, and the public will only go to pictures that promise more than they can get by staying home and watching old films on television."

So says exhibitor Ben Sacks, who operates five deluxe houses in the city. He points out that such big pictures as "My Fair Lady," set to open in October at his Saxon Theatre; "One Potato, Two Potato," now at the Beacon Hill; "Mary Poppins," also opening in October at the Gary; roadshow films with tickets purchased in advance, highly exploitable pictures, and rated art films; all these, he says, have brought the suburban dwellers back into the city for film fare and is "beating the pants off the television oldies."

Other exhibitors point out that the move to suburbia has been stayed, if not definitely ended, with the building of ultra modern in town apartment houses, such as high rise buildings along the banks of the Charles River, the coming Prudential Center apartment buildings, a downtown swank apartment house going right up on Tremont street, next door to the RKO Keith Memorial Theatre, and other new apartment houses going up on Commonwealth ave., and Beacon streets. More intown theatres have also halted the movement to suburban film going with five art houses now operating in the city, the Beacon Hill, Capri, Kenmore Square Cinema, Park Square Cinema, and Paris Cinema.

Boston, with its 19 first run houses, has had a resurgence in the motion picture business and it's almost a complete circle for the film exhibition industry here which only a few years back was in the doldrums. Nothing seems to be interfering with the success of exhibition these days.

LONDON Observations

By Jock MacGregor

UNEXPECTEDLY, I FOUND MYSELF IN VENICE IMMEDIATELY AFTER THE FILM festival, and was amused to see the translation of an advertisement describing it as "the most expected event in the cinemagrafic world." I gather that unconsciously pretty well summed it up. The anticipated disputes were plentiful. My favorite barman congratulated me on missing it, bemoaned that it was not the same since there are now so many, but confided that there had been some rather gorgeous Italian starlets. Ironically, the first thing to catch my eye was one of the largest posters that I have ever seen for Columbia's "Lilith," the withdrawal of which and consequent lack of official American participation provided the major issue of the junket. However, before I could snap it with my cynical camera it had been taken down, though displays for other pictures opposite the Palazzo del Cinema were left standing.

THE ITALIANS ARE FUNNY WHEN IT COMES TO FILMS. THEIR INDUSTRY IS AS precarious as any—and probably more so. In consequence, it is odd to read in the government sponsored monthly publicity release in English a feature proudly proclaiming that Luigi Comencini is forsaking those directors who "waste their talent" on commercial hits —he made "Bread, Love and Fantasy"—and the road that leads to boxoffice takings. Following his success with "Tutti a Casa," it alleges, he has decided to cut himself off from the "world of little people in which everything that happens is harmless and inoffensive," and the "comfortable type of mediocre security in which the only object has been to make people laugh," in order to return to "important" cinema. It continues: "He found faith in himself again and especially faith in the cinema." Ye gods, and the Italians are the first to shout that they cannot get a fair share of American and British screen time!

VENICE IS ALWAYS IRRESISTIBLE TO SHOW PEOPLE, AND THERE WERE enough barkers around to open a tent. Tearing themselves away from the demands of Associated and the Variety Club were David and Ettie Jones, and how delighted they were to receive a cable from Jack Goodlatte extolling the virtues of a vacation. Mind you, he was a bit put out when he saw a car with the VC emblem covered with parking tickets. The owner proved to be the irascible Jack Isow, whose Soho restaurant is among the trade's favorites. A shout one evening brought one back to earth. It was from Rank's sales executive Frank Poole, suntanned and smiling. He was celebrating his 25th wedding anniversary with his wife, and that called for a very special Campari Soda. But for one-upmanship, one must hand it to Harold Baim, UA's highly successful featurette producer. Not only has he his own tame gondolier—no doubt this is what has stopped him jazzing up further Gilbert and Sullivan operas and filming "The Gondoliers"—but his own appartment overlooking the Grand Canal. Those executives with mere flats on the French riviera are believed to feel quite slighted, but as he points out, he can leave his Wardour Street office after tea and be with his wife for a spaghetti supper.

BACK IN LONDON, I FOUND SMOLDERING OVER THE CINEMA EXHIBITORS Association's decision to permit films going to tv five years after general release. The emergency general council meeting merely endorsed the executive's ruling. Main attack has come from unexpected sources; the Granada circuit, with powerful tv interests, and the British Film Producers Association, who deplored the action, resolved to seek meetings with the CEA, circuits, and distributors, and hoped that Americans and British would refrain from hasty deals. This is far from the Hollywood victory that some claim. It has knocked the bottom out of the market. Prices for tv rights have tumbled. With British tv stations only permitted to transmit 14 per cent foreign programs, it means that new American series will be competing with a glut of oldies for limited playing time. Already, many series are not seen in London, and others only play local stations on allegedly bargain basement terms. This also clears the way for an enormous number of British films—so many in fact that it is estimated that tv rights will drop to about a third. Indeed, it is suggested in informed circles that had not Sam Goldwyn concluded his deal, his price too would have toppled. In turn, the tv companies are not all that happy. They have on their shelves oldies for which they paid far more than they would today!

THE UP AND COMING COMPTON GROUP, HEADED BY TONY TENSER AND Michael Klinger, have concluded a successful sales conference, announced that it is in the market for spectaculars, westerns, and jungle adventures, but hopes within two years to be producing more than 50 per cent of its releases. The group is developing luxury theatres. First will be the 650 seater Scala Superama, built on the site of Birmingham's former Scala. Their tenet—"As exhibitors ourselves, we have the advantage of seeing other distributors' faults; we do not make the big mistake of driving too hard a bargain." . . . "Night of the Iguana" has broken the all time first week record at the New Empire, and with Sue Lyon visiting ABC's Jack Goodlatte, has adjusted key dates to cash in with PAs. . . . It's depressing indeed that some cannot listen to advice or learn from experience but, without prejudging, several noted productions seem to lack star power and to fall into the class which was mainly responsible for last year's crisis. . . . Kenneth Shipman, who has considerable production interests, and brother Gerald have sold their big holdings in Shipman and King Cinemas to Sam King, thereby severing the last Shipman link. . . . Congratulations to John Dennett, former tradepaperman and Rank publicity chief, on his appointment as assistant managing director of the powerful Odams Press publications group. . . . Paramount's Jack Upfold is cockahoop on having got the 6½ million circulation News of the World to serialize for the first time a Hollywood script over six weeks. He claims this will result in a $200,000 plus boost for "Carpetbaggers." The Variety Club preme was a sellout more than a month in advance.

New Distribution Formula As AIP Opens Italy Office

NEW YORK—"American International Pictures has opened offices in Italy as its initial step in instituting a new distribution formula for the foreign market," said David D. Horne, AIP vice-president in charge of foreign distribution. "The new office in Italy," he continued, "will be called Sidis Cinematographica S. R. L. and will be headed by Luciano Momi as its managing-director."

Horne, recently returned home from a trip to England, Italy, Spain, and Portugal, and said that branch offices are being set in 13 sales districts in Italy.

The Rome office will distribute product from other companies and countries.

Advertising and publicity people will be hired in Rome to handle special campaigns. This is similar to the system used by American International Pictures in England, where Dennison Thorton is AIP's advertising-publicity representative. This is in accordance with the company's extremely successful pattern of custom tailoring advertising-publicity to the needs of a particular area. Plans are afoot for American International Pictures' personalities to travel abroad in conjunction with important openings in the various foreign territories.

Horne went on to say that, wherever possible, AIP would rather not have its own distribution set-up; that the company would continue its present distributor-franchise pacts wherever results are satisfactory.

"But," emphasized the vice-president, "we will not sit idly by if AIP product is not being given every oportunity to get a top return profit-wise. In markets where we do not get the kind of distribution proven boxoffice pictures deserve, we will be forced to open our own offices in that area."

Germany and Japan are among the countries currently under discussion. If current deals prove unprofitable, American International Pictures' offices will probably be established in those countries.

Hard Tickets For "Cheyenne"

NEW YORK—"Cheyenne Autumn," John Ford's all-star picture that relates the dramatic story of the Cheyenne Indians' epic 1,500-mile march for freedom, will have its American premiere on Dec. 18 at the RKO International 70, Denver, and will open one week later in New York, Chicago, Hollywood, and Houston, it was announced by Warner Bros., which is presenting the film on a reserved-seat basis.

"Cheyenne Autumn" will have its regional premieres on Dec. 25 at Loew's Cinerama, New York; RKO Pantages, Hollywood; McVickers, Chicago; and Windsor, Houston. In each theatre, there will be 10 reserved-seat performances weekly, with extra showings during holiday weeks.

NEW YORK SCENE

EDITOR'S NOTE: The usual coverage of industry happenings by New York editor Mel Konecoff is missing from this issue because his mother passed away as the magazine was being assembled. The next issue should see resumption of his regular column.

ALBANY

Harold Gabrilove, former chief barker, Albany Variety Club, and president of RTA Distributors, and his wife financed the appearance at Washington Avenue Armory of Glenn Miller Orchestra for the benefit of "Vanguard," movement spearheaded by women to raise funds for an accoustical shell which the Albany Symphony Orchestra uses. . . . Edgar S. Van Olinda, screen and music reviewer, The Times Union, and also writer of an "About Town" column for that paper, will be given a testimonial dinner at the Ten Eyck Hotel on Oct. 15 marking his 80th birthday. . . . The Ritz, former Stanley Warner B first-run, was dismantled in three days. John Lamas, zone maintenance chief for Stanley Warner, directed removal of equipment, some of which was stored at the Troy, Troy. . . . Charles A. Brind, Jr., counsel for New York State Board of Regents, recuperated from an operation performed in Albany Medical Center Hospital.

ATLANTA

Past WOMPI International president Jean Mullis became the happy mother of a baby son. . . . James V. Frew, Embassy southern division manager, is in Milwaukee, Wisc., visiting his daughter and three little granddaughters. . . . Mrs. Johnnie Barnes, Atlanta WOMPI, reported that the club raised $700 on a mink stole giveaway. . . . The Motion Picture Bowling League is now in full swing. . . . H. B. Meiselman, president, Meiselman Theatres, Inc., Charlotte, N. C., based circuit, turned the first spade of earth in groundbreaking ceremonies for the Toco Hill Theatre, the chain's fourth conventional house located in the metropolitan Atlanta area. . . . President Ed Doherty was making preparations for the 1964 convention of the TOA of Arkansas, Tennessee and Mississippi, Oct. 27-28 in Memphis, Tenn.

BOSTON

Ellis Gordon Films, indie distributor, is expanding. With new larger quarters in the Statler office building. Gordon has promoted Dick Waite to salesman. Charlie Wilson, formerly head booker for many years with A. A., has joined the firm as head booker and office manager. . . . WNAC radio split off from WNAC-TV in a move which finds William M. McCormick continuing as vice-president and general manager of the tv station, and Perry S. Ury becoming vice-president and general manager of WNAC, WRKO-FM and the Yankee network. Hathaway Watson, president, RKO General Broadcasting, said the move "is in keeping with our policy of separate management of radio and tv stations in markets where it is practical and advantageous to the service of the community. Recently we took the same step in Los Angeles. Radio and tv programming and operations frequently present different problems and require different solutions."

BUFFALO

Fran Maxwell, chairman of the Buffalo Variety Club's Bingo games each Wednesday night in the Genesee, has issued an urgent call for help at these games. . . . John Flory, director of the 16mm Non-Theatrical Films Service of Eastman Kodak company, is a member of the committee staging a festival of films devoted to the science of management in New York, Oct. 14 to 17, in conjunction with the International Management Conference. . . . William Laney, manager, new Stoneridge, Rochester, has booked an exclusive run of "Four Days in November," beginning Oct. 7, the day after the national Washington premiere of the documentary film on the assassination of President Kennedy. . . . To supplement parking spots near his theatre, manager Joe Garvey, Granada, has made arrangements with the Bartlett Buick Company to permit parking in their lots at night, announcing the fact in the Granada lobby. . . . Robert Roy has been appointed assistant manager, Shea's Buffalo. Single, Roy has been with Loew's which operates the local Shea theatres, since 1961, starting as an usher at the Yonge Street Theatre in Toronto. He also worked at Loew's Uptown in the same Canadian city. He was promoted to chief of service at the Yonge St., and before coming to Buffalo had been student assistant. Frank Arena is the local city manager for Loew's. . . . Ed Young, who has been with Dipson Theatres in Wellsville, has arrived in Buffalo to take over the assistant managership at the Granada, Schine deluxe suburbia operation. He succeeds Douglas Seil, who has been assistant manager for a long term and who has returned to school. Joe Garvey, manager, Granada, reports much advance interest in the Granada's Christmas presentation of "My Fair Lady," the premiere of which will be sponsored by Tent 7, Variety Club of Buffalo.

American International star Annette Funicello and Mike Frankovich, Columbia Pictures vice-president, demonstrate door lift of Variety Sunshine Coach for young patient of Los Angeles' Orthopedic Hospital. The bus is the second of its kind given by Variety Club Tent 25, Los Angeles. Looking on are Fred Stein, Variety Club chief barker, and Harry L. Masser, president of the board of trustees of Orthopedic Hospital.

CINCINNATI

"Hamlet," which played the RKO's Albee, Grand, and International '70, has opened a new field for the motion picture industry. The play's reception indicated that there is a ready-made audience for selective productions in all the visual arts. Interest is all set for another production. . . . Joseph F. Alexander, Jr., son of the RKO district manager and Mrs. Alexander, was married to Miss Helen Lee Brumleve at the Annunciation Church in Clifton. The young couple will reside here after a Bermuda honeymoon. . . . Carl Ferrazza, Universal field man, has returned after a lengthy assignment in the Detroit area. . . . Irene Marks is moving to Indiana and has resigned as receptionist at Warners. . . . Bill Stanforth, Columbia salesman, indisposed by a slipped disc, has returned to work. . . . E. C. Naegel is booking and buying for the Margie-Grand, Harlan, Ky., and for the Rosalyn, Evarts, Ky. for owner J. D. Housley. . . . Tri-State Services is booking and buying for the Keith-Albee, Orpheum, drive-ins East and Seredo, Huntington, W. Va., and the Starlight Drive-In, Ashland, Ky., for owner Ed Hyman. . . . Universal's local exchange placed first in the area in the Hi Martin sales drive. . . . Guests from Cincinnati who attended the dinner given by Jack Keys and John Holakan, H&K Enterprises, Dayton, O., included Milton Gurlan, manager, and Harold Hoffert, Allied Artists; William A. Meier, Paramount manager; Don Womack, Charles Schroeder, Wilbur Hetherington, and Walter Mergenthal, United Artists.

COLUMBUS, O.

"Circus World" will close Oct. 13 at RKO Grand. . . . Mrs. Louis F. Karlsberger was elected president of the Columbus and Franklin County Motion Picture Council for the 1964-65 season. Other officers elected are Mrs. W. H. Weaver, second vice-president; Mrs. R. S. Conley, recording secretary; Mrs. Frank Elliott, corresponding secretary; Mrs. Jack LeVeck, treasurer; and Mrs. H. C. Weaver, Mrs. Cleve Nelson, and Mrs. Noel E. Wright, directors. . . . Herman Hunt announced that "My Fair Lady" will open Dec. 23 at Hunt's Cinestage, rather than on the originally-announced date of Dec. 25. . . . Columbus friends of Ida Moore, veteran character comedienne of screen, radio and television, mourn her death in Van Nuys, Calif. A native of Newark, Ohio, Miss Moore operated the Zulu Hut and Barn restaurants before going to Hollywood in 1942.

DALLAS

Bob Boucher, formerly city manager of Rowley United Theatres, Inc., in Robstown, Tex., has been named city manager of the circuit's Oak Cliff theatres in an announce-

More
light
+
slower burn=
lower costs

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ment made by John H. Rowley, president of the circuit. Boucher replaces John Callahan, transferred to Sweetwater as city manager for the circuit. . . . The Metro-Goldwyn-Mayer musical, "The Unsinkable Molly Brown," is due to return for its first suburban showing since its first run at the downtown Majestic at 17 theatres throughout the city. . . . Miss Susie Coleman, Interstate Circuit, Inc., director of the local chapter of Executives' Secretaries, Inc., represented her firm and chapter at a meeting of the national board of directors of Executives' Secretaries, in Denver, Colo. . . . James O. Cherry, city manager, Interstate Theatres, Dallas, said that movie patrons in Texas will have the opportunity to participate in a presidential preference poll. The poll will cover a six week period, closing on Oct. 29, so that a result can be published prior to the presidential election on Nov. 3. This will be the fourth such poll conducted by the circuit. The poll procedure is simple. There will be a ballot box in each theatre lobby for each of the candidates, President Johnson and Senator Goldwater. Patrons simply deposit their admission ticket stubs in the box marked with the appropriate candidate's name. The poll will be conducted in most of the 80 theatres of the Interstate circuit, which operates in 26 cities throughout Texas. A bulletin board in each theatre will keep the public informed on the weekly percentage results from all cities. Ballots will be tabulated weekly by theatre managers and each week's totals will be sent here to the circuit headquarters, where the cumulative totals will be determined and sent to individual theatres for posting. During the first week, a definite preference in the poll was shown for President Johnson over Senator Goldwater.

DENVER

Three performances of "My Fair Lady" have already been sold to charity organizations for money raising benefits by Mrs. Vera Cockrill and her able staff at the Denham. Opening is set for mid-November. . . . Paul Kauzlerich, shipper at Columbia, took top honors with the low score on the Rocky Mountain Motion Picture Association Golf Tournament at the Park Hill Country Club. Joe Stone, National Theatre Supply; Bill Agren, Fox Theatres; and J. O. Mallon, of the new theatre building in Albuquerque, also did especially well in the event. A dinner dance at the club was well attended. . . . A railroad workers call service is being sponsored by the Wyo, Laramie, Wyo., as a community service. Laramie is a principal division point on the Union Pacific. . . . Funeral services were held for Rolland E. Waller, veteran projectionist, who died at the age of 69. He was former secretary of the local union. . . . Loretta Bishoff, Hyart, Lovell, Wyo., has been appointed to the Governor's Youth Council in that state. . . . Daughter of Mr. and Mrs. A. M. Goodrich, Grand, Lander, Wyo., is recovering nicely at home after an illness in the hospital. . . . Neil Ross, former theatre manager and newspaper editor has started his own publication called "The Entertainer." 50,000 copies every other week are being distributed by local theatres, hotels, motels, etc. First issue just out is eight page offset affair with plenty of art and many items on forthcoming films.

DETROIT

Last week saw the start of the Detroit Lions closed-circuit tv games. Three theatres were used—the Woods, Royal, and Palms. Robert Bothwell, former manager, Fox, while it was under National General aegis, and who returned here several months ago to oversee the project, reported the house did a hefty 75 per cent of capacity, meaning paydirt. From the west coast came Richard Graff (once branch manager here for U-I), assistant to Irving Levin, executive vice-president of NG. With him were Allen V. Martin, vice-president in charge of programming for Color-Vision, and Philip D'Allessio, engineer for Dalto Electronics, makers of the equipment used.

William Randolph Hearst, Jr., center, editor-in-chief, Hearst newspaper chain, recently met Max E. Youngstein, right, producer, "Fail Safe," and Robert S. Ferguson, Columbia Pictures vice-president, at a reception and screening of the film for Hearst executives.

HOUSTON

Houston actor Jack Sheffield has returned to his home here after completing his two final roles in Hollywood. He completed a segment in TV's "Rawhide" and a role in Warner Bros. "The Great Race," with Jack Lemmon and Tony Curtis. . . . The Warner Bros. advance guard for the promotion of "My Fair Lady" are expected to arrive in Houston for a campaign. . . . The closing notice has been posted at the Windsor Cinerama for "Circus World," which will depart after 12 weeks.

JACKSONVILLE

Capt. Kenneth L. "Skipper" Barrett, Jr., son of Kenneth L. Barrett, Florida State Theatres' traveling auditor, and Mrs. Barrett, Jacksonville Beach music teacher, has been honored with the U. S. Air Force Medal for meritorious achievement during recent dangerous aerial flights in Viet Nam. Skipper, a pilot instructor, flies with Vietnamese Air Force crews to assist and advise them on combat tactics against the Viet Cong fighters. A graduate of the University of the South at Suwannee, Tenn., he was commissioned in 1957 and has served on active duty with the Air Force since 1958. . . . Fred H. Kent, local attorney and president, Kent Theatres, has been elected president and chairman of the board of the Riverside Corp., governing body of the local Riverside Hospital. . . . Tom Sawyer, head of the FST home office advertising department and president of the Motion Picture Charity Club, revealed that Sunny Acres Park for Handicapped Children has embarked on a regular Saturday program of play and crafts activities for mentally and physically handicapped children of school age. . . . C. H. "Danny" Deaver, city manager, Meiselman Theatres, received fine support from local schools in presenting the two-day run of "Hamlet" at the Cedar Hills and the Town and Country Theatres. . . . Bob Pollard, local Buena Vista salesman, revealed that the music of "Mary Poppins" has become a part of the repertoire of music classes in local Duval County schools through the good graces of Miss Caroline Day, county superintendent of music. . . . Dot Edrington, secretary to Bob Bowers at Allied Artists, has resigned from the industry to take a bookkeeping post. . . . In a recent period of two weeks, so many misfortunes occurred to Barbara "Sunny" Greenwood, Universal booker, that she lost her sunny disposition and felt that she should leave town for awhile—which she did by going to the WOMPI convention in St. Louis. First, someone stole her purse containing many valuables. Second, she had an ambulance ride to the hospital after spilling a kettle of hot spaghetti and receiving first and second degree burns. Third, Hurricane Dora isolated her home for four days just after relatives had arrived for a visit. Fourth, she had another ambulance ride to the hospital after a drunken driver rammed his car into Sunny's and wrecked it so completely that she had to buy a new car. . . . Film Row extended a warm welcome to the WOMPI delegation which brought back from St. Louis the R. J. O'Donnell Award for industry service, and Mrs. Anne Dillon, secretary to LaMar Sarra, FST vice-president and general counsel, received many congratulations over her election as the new recording secretary of WOMPI international. . . . Albert Land closed his Alachua, Alachua and Richard Brown closed his Martin, Wildwood. . . . Marvin Skinner is now booking for the San Carlos and Strand, Key West, from his local booking office. . . Robert Capps, local MGM manager, returned from a company sales conference in New Orleans. . . . Al Svoboda, young salesman on the staff of Charley King, AIP manager, said that he is expecting a transfer back to the AIP home office in Hollywood where he will be assigned to advertising work at the national level.

Graham Raps Movies During Boston Crusade

BOSTON—Billy Graham, whose Boston crusade had been bringing overflow crowds to Boston Garden, took off on motion pictures here before a Christian Guidance audience of some 13,000.

The "picture industry is going to have a great deal to answer for someday at the judgment of God," he said. Graham said "profanity, immorality, incest, and homosexuality are now a basic part of many films. Some of the film-makers say they have to portray this kind of dirt and filth to make money. I don't believe it.

"Walt Disney is proving that wholesome adventure and family films can be produced with considerable profit."

MEMPHIS

Paramount Gulf Theatres is building a half-million-dollar theatre in the Eastgate Shopping Center in suburban Memphis. The luxury house will be named Paramount, and is scheduled to open on Oct. 28 with the comedy "Send Me No Flowers." Alex Thompson, Paramount Gulf's division manager, announces the chain's Strand, a Memphis landmark in downtown since 1915, will close at the end of September. The Memphis owner of the 40 year old house would like to lease it to another motion picture exhibitor, but so far has no prospects. . . . Halls Theatre, Halls, Tenn., reopened. . . . Mavon Theatre, Pickens, Miss., is now being operated by "Doc" Anderson. . . . Ritz, Baldwyn, Miss., is closed for repairs. . . . Gene Boggs reopened Roxy, Blytheville, Ark. . . . Malco Theatres has closed U-Ark Theatre, Fayetteville, Ark., and City Theatre, Junction City, Ark., has closed. . . . Better Films Council were guests of the Guild, Bill Kendall, manager, for a showing of "Tiara Tahiti," selected as the Best-Adult-Movie-of-the-Month by the Council. "Island of the Blue Dolphins" was selected as the Best-Family-Movie-of-the-Month. . . . William L. Welch is operating Dixie, Ripley, Miss. . . . Leon Rountree has closed Holly, Holly Springs, Miss.

MIAMI, FLA.

Lou Fishkin, manager, Lincoln, Miami Beach, has already sold out the first four nights of "My Fair Lady," opening Nov. 25. The first night has been sold to Boys Town of Italy; the second to the Miami Beach Elks; the third to the National Council of Jewish Women; and the fourth to the Hebrew Academy of Miami Beach. In addition, Fishkin has promoted a fashion show of the costumes from the film at Jordan-Marsh Dept. Store, and Jordan-Marsh will enter a float in the annual Orange Bowl Festival Parade New Year's Eve and New Year's Day featuring "My Fair Lady" fashions. . . . The North Dade Drive-In opened after being closed for six weeks following Hurricane Cleo. . . . Lillian Sawyer has been promoted from assistant to manager, Ritz. . . . Wometco Enterprises, Inc., reported record sales and earnings for both the fiscal third quarter and the 36-week period ended Sept. 5, and announced plans for construction of three additional motion picture theatres. Earnings after taxes for the first 36-week period of 1964 rose 36.5 per cent to $2,066,166. Earnings per share for the 36-week period were $1.16, up 33.3 per cent over the 87 cents a share earnings in 1963. Wometco additionally announced that it has recently taken several major steps to expand its Florida motion-picture theatre operations in regional shopping centers adjacent to important population centers. Construction begins this month on the company's first "twin" theatre, which will serve the Greater Orlando area. The entertainment center is scheduled for March, 1965, completion and will contain one 900-seater and a "twin" of 600 seats. Mitchell Wolfson also announced that plans are underway for construction of two additional ultra-modern theatres to serve the Gainesville and St. Petersburg areas. Food Fair Properties, Inc., is building the theatres for Wometco; subsidiaries will operate them under lease agreements.

NEW HAVEN-HARTFORD

Yale University's School of Drama, New Haven, will host a motion picture symposium on a date to be determined in October. Yale Fellow Sperie P. Perakos, vice-president and general manager of Perakos Theatre Associates, independent Connecticut circuit, has invited Joseph E. Levine, Embassy Pictures Corporation president, and Allen M. Widem, Hartford Times amusements editor, to discuss various aspects of contemporary film-making. . . . Don Felix, relief manager, subbed for Jim Landino, vacationing manager of the Perakos Hi-Way, Bridgeport. . . . James M. Totman, Stanley Warner New England zone manager, has named David Bryant, assistant manager at the S W College, Storrs, for the past eight months, to managership of the deluxe house adjoining the University of Connecticut campus. He succeeds William Shepherd, who has left the circuit to move to California with his family. . . . The one-time Dixwell, Hamden, has been converted into a bowling center. . . . First Connecticut drive-in to shutter for 1964 is Lockwood and Gordon's Torrington, Torrington. District manager Robert Tirrell advertised: "We Thank Our Friends For A Most Successful Year!" Circuit's Sky-Vue D-I, same town, will continue operations indefinitely. . . . In an alignment of amusement field coverage, Hartford Times editor Robert W. Lucas has named Allen M. Widem, theatre editor since 1950, to additional responsibilities in radio and television. Tony Davenport, radio-television editor for the past eight years, has been assigned to the city desk. Widem, in addition to continuing as editor of the daily amusement pages and writing his daily "Coast-to-Coast" column, will edit the daily radio and television pages and the Saturday "TV Topics" supplement. He will be known as the amusements editor. . . . Connecticut business developer John Santangelo has disclosed plans for a motion picture theatre in downstate Derby. Santangelo, who owns the Charlton Press and the Derby Shopping Plaza, both in Derby, is also mulling plans for a 100-room hotel—motel in that community.

PHILADELPHIA

Subscription Television Corporation has been given a Certificate of Authority from the Pennsylvania Department of State to conduct its pay-TV business in the Commonwealth. . . . The Merben was held up and robbed of $1,500. . . . Allied Theatre Owners of New Jersey held a luncheon at Cherry Hill Inn yesterday. . . . Judy Goldberg, formerly with Mutual Films, is now with Embassy Pictures. . . . The Wayne Avenue Playhouse played a return engagement of "The Red Shoes" and is again featuring a revival of "Hunchback of Notre Dame" as a feature of a Nickelodeon Nights. . . . United Artists exploiteer Max Miller was busy commuting to Washington. . . . Tom Zaffiro, barber to Vine Street, postcarded from his Italian trip.

NEW ORLEANS

Joy N. Houck has named the new four-waller to be constructed in the Lakewood section of New Orleans the Robert E. Lee. . . . New booth equipment was installed by Mr. and Mrs. Rudy Simoneaux in their newly acquired Arcade, Patterson, La. . . . R. L. Jounson, manager, and Nick Herkes, shipper, Film Inspection Service, were both on the sick list. . . . Mrs. Shirley Eagan, Exhibitors Poster Exchange, was appointed by Helen Bila, local WOMPI president, to fill the unexpired term of recording secretary left vacant by Charlotte Niemeyer, resigned. Mrs. Eagan, who was a member of the board electee, was replaced by Mrs. Yvonne Brockhoeft, Warners exhange. . . . A good crowd attended the Variety Ladies "Italian Gusto" at Tent 45 headquarters. Buffet supper and entertainment were featured. The Variety Ladies held their monthly luncheon meeting. . . . Caroline and Lance Castelano, she was formerly secretary to Earl Perry, Pittman Theatres general manager, are the parents of a daughter, their first child. . . . The Tudor and Globe, the late E. V. Richards' estate properties, have been demolished for a parking lot. . . . Mrs. Lee Nickolaus, Don Kay Enterprises' secretary, newly installed president of WOMPI International, is the third local WOMPI to hold the top office. . . . New Orleans was

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selected at the St. Louis WOMPI International convention as the 1967 WOMPI convention city.

SAN ANTONIO

Teddy Solomon, city manager, Gulf States Theatres, has closed for the season two more of the circuit's D-Is, the Park Air and the South Loop 13. The circuit had previously closed the Kelly D-I until next spring. . . . The Jewish Community Center will again sponsor a Cinema Center with Sunday afternoon showings of motion pictures and admission at 30 cents. . . . Eric Brendler, manager, suburban Broadway, has held over "It's A Mad, Mad, Mad, Mad World" for its 11th week, making it the longest film run in the city among current showings. Booked to open next is "Mediterranean Holiday." Brendler has also booked the roadshow engagement of "My Fair Lady," scheduled to open its local run on Nov. 11. The showings will be held at 8:15 p.m. on Monday through Saturday evenings, at 7:30 p.m. Sunday evenings, and at 2 p.m. for matinee showings. Tickets are selling for $2.50 for lower floor and mezzanine for evening and Saturday and Sunday matinees, with balcony at $2. On Wednesday matinees, the lower floor and mezzanine will be $2 and balcony $1.50. . . . George A. Kaczmar, manager, Josephine, Cinema Arts Theatres suburban operation, will present a Walt Disney True-Life Adventure Festival with six of Disney's nature films to show for six weeks beginning Oct. 9. . . . The Val Verde Theatres, Del Rio, Tex., are observing their 41st anniversary as a circuit under the continuous ownership of the Poag family. As part of the observance, an open house followed a free morning matinee at the Rita for the town's youngsters. The late Paul J. Poag founded the circuit in 1923 and in the late 1920s an interest was sold to the Rowley United Theatres. Mrs. Poag is still active, although retired, and maintains an office in the Rita which was recently remodeled. . . . Leon Theatres will lease the new $250,000 theatre being constructed in the Westwood Shopping Center, Abilene, Tex. The theatre will have a seating capacity of between 900 and 1,000 and will be known as the Westwood. Principal lessees are C. D. Leon, Abilene; Dowlen Russell, Dallas; and G. S. Hill, general manager of the circuit. . . . John D. Paxton, city manager of Interstate Theatres in El Paso, Tex., since 1926, has retired due to medical advice. He has been with the Interstate circuit for 31 years and in theatre business for 55 years. Paxton will maintain an office in the Plaza. William C. Rast, former city manager of Interstate Theatres at McAllen, Tex., will succeed Paxton. Rast was city manager at McAllen for the past 13 years and has served with Interstate for 35 years in Tyler, Waco, Abilene, Brownwood, and Mexia, Tex.

Columbia's
Biggest
Ye

Sam Galanty, Columbia Pictures mid-eastern and southern sales division manager, smiles approvingly with Fred Sapperstein, newly appointed Washington, D. C., branch manager, as Harley Davidson, president, Independent Theatres, Inc., signs up for 100 per cent participation in the forthcoming Columbia sales drive.

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SEATTLE

Home office executives visited the Seattle branch of Paramount in a salute to George Weltner and the President's Drive, now in progress and continuing to Jan. 2, 1965. The visitors were A. R. Taylor, western division manager, from New York, and Herb Gillis drive captain, who also headquarters in New York. . . . Helen Reynolds, secretary at Saffles Theatre Service, took off to attend the TOA meetings in Chicago. Celia Blatt, formerly booker with 20th-Fox and now associated with Benton Amusement Corp., Kennewick, was also in Chicago at the TOA convention. . . . "Hamlet" in Electronvision, starring Richard Burton, was a sell-out for the two midweek evening performances and also drew a heavy attendance for the two matinees. . . . Admission Mondays only has been reduced to 33 cents at the Magnolia.

WASHINGTON

Frank J. Damis, vice-president of Stanley Warner Theatres, announced the new addition to the chain which is to be built on Leesburg Pike (Route 7) at Bailey's Crossroads in Virginia. The theatre will be called "Cinema 7." Contracts have been signed with Grand Southern Investment Co., owners of the land, and Rosenfeld Realty Co., developers and leasing agents. The theatre, which will open in the spring of 1965, will be in the shopping center located on the site. "Cinema 7," which will be Stanley Warner's first new theatre in this area in 18 years, will be of the latest two-floor improved construction, with 1100 seats, 800 in the orchestra and 300 in the mezzanine. . . . On Wednesday, Oct. 7, Baltimore exhibitors will host a dinner in honor of Fred Sapperstein (Baltimore hometown boy) who was recently promoted to branch manager of Columbia Pictures, Washington, D. C., exchange. Sapperstein succeeds the late Ben Caplon. . . . "Four Days In November," two-hour documentary film on the assassination of President Kennedy, had its world premiere in Washington, D. C., at the RKO Keith's. Produced by David L. Wolper in association with United Press International, and released by United Artists, the film was shown before a blue-ribbon audience of some 1700 persons. "Four Days In November" will be distributed by UA to theatres around the world. Max Miller, publicity representative for United Artists, was in town working with Jerry Baker, managing director of RKO Keith's, in connection with the premiere opening. . . . "Stay-in-School" benefit for the Capital's Stay-in-School program was held at the Loew's Palace. Mrs. Lyndon Johnson was named honorary chairman of the affair, which included a star studded show headed by Sammy Davis, Jr., Bob Newhart, The Phoenic Singers with Roy Thompson. The film shown after the stage show was "Topkapi," Jules Dassin's new comedy with Melina Mercouri. Tickets were $10, $25, and $100, with purchasers of the latter going to a champagne supper at the home of the David Brinkleys.

Odeon Shifts Managers

TORONTO—The continuing expansion of the Odeon Circuit has resulted in an extensive reassignment of managerial personnel.

An announcement by Frank H. Fisher, vice-president and general manager of the company, lists nine theatres affected by the movement of managers in the Ontario district, the first being the Queensway Drive-In, Ottawa.

Doug Watt, formerly manager, Biltmore, Sault Ste. Marie, has been appointed manager, Queensway, and supervisor of the Elmdale. In Peterborough, Sam Hiles, formerly manager, Biltmore, Kingston, has taken over as manager succeeding Jim Yates, now manager, Biltmore, Sault Ste. Marie. Ralph Ward, formerly assistant manager, Coronet, Toronto, is now manager of the Biltmore, Kingston. For the balance of the season, Harold Steeb will manage the Parkway Drive-In, Kitchener, as well as relieving Ed Burrows at the newly renamed Odeon Kitchener. Still in Kitchener, Ron McGill, presently managing the Parkway Drive-In, returns to Toronto as manager, Odeon Lakeshore, replacing Cliff Sinclair, who moved to the Roxy, West Hill. The present West Hill relief manager, Frank Marinus, has been appointed assistant manager to Eddie Leigh, Odeon London.

REVIEWS

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION Indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 72 No. 12
OCT. 7, 1964

AMERICAN-INT.

Diary Of A Bachelor

NOVELTY
(A13) 88M.

American International

ESTIMATE: Fair sexploitation entry.

CAST: William Traylor, Dagne Crane, Joe Silver, Denise Lor, Susan Dean, Jan Crockett, Eleni Kiamos, Arlene Golonka, Joan Holloway, Mickey Deems, Dom De Luise, Jackie Kannon, Leora Thatcher, Paula Stewart, Bradley Bolke, Jim Alexander, Joey Faye. Produced and directed by Sandy Howard; executive producer, Abraham P. Levine; associate producer, Ted Devlet.

STORY: William Traylor, a bachelor, who was quite a success with the girls, has finally decided to get engaged and married to Dagne Crane. He is tired of always being on the prowl, especially after not succeeding for some time. When he has to go out and leaves Crane alone in his apartment, she comes across a diary in which he has recounted the adventures and misadventures he has been having with the various girls of his acquaintance. Several of the episodes are recalled via the flashback routine, and she is upset enough to call off their engagement when he still proves attractive to some of his girl friends. He marries one of his old acquaintances and winds up still being a bachelor as she decides to walk out on him for a fling.

X-RAY: Girls and more girls, packaged in different sizes and with different temperaments, are to be seen here as they parade in and out of the experiences of a girl-hunting, girl-appreciating bachelor. Some of it is down-to-earth, some of it is silly, and some of it is fancifully concocted. Still, it has a saleable title and girls, both of which can be sold in the specialty and exploitation spots, and possibly as a program entry in other selected entries not for the young. It was written by Ken Barnett.

AD LINES: "The Hottest Thing To Hit The Screen"; "Girls . . . Girls . . . Girls And More Girls."

BUENA VISTA

So Dear To My Heart

COMEDY DRAMA
82M.

Buena Vista
(Reissue)
(Technicolor)

ESTIMATE: Reissue has world of selling opportunities.

CAST: Burl Ives, Bobby Driscoll, Luana Patton, Beulah Bondi, Harry Carey. Produced by Walt Disney; directed by Harold Shuster.

For complete review, please refer to page 2523, issue of Dec. 8, 1948. (This was first released through RKO).

"Rebel" Becomes "Lola"

"LOLA'S MISTAKE," William Rowland production now being released independently, is Warners' "THIS REBEL BREED," reviewed in REVIEWS of Feb. 17, 1960, page 4679.

COLUMBIA

The Finest Hours

DOCUMENTARY
114M.

Columbia
(Color)
(English-made)

ESTIMATE: Highly interesting documentary ranks with best.

CREDITS: Narrated by Orson Welles; Patrick Wymark as voice of Sir Winston Churchill; screenplay by Victor Wolfson; produced by Jack LeVien; directed by Pater Baylis.

STORY: The life and times of Sir Winston Churchill encompass much of the greatness and majesty that is England. From scenes of the family estate, where he spent his boyhood, to his life as a writer, Member of Parliament, historian, cabinet member in charge of England's great Navy, and finally Prime Minister during the second World War, we are given a full picture of a remarkable man. Churchill is seen with other greats from history and also by himself. He is seen in his paintings, his writings, and his speeches, from his boyhood to the present.

X-RAY: Jack LeVien has fashioned a loving documentary film based on the life of one of the world's greatest leaders. It is documentary film-making at its very best, and maintains interest without faltering once, no mean feat in such a subject. Color photography is magnificent, with black and white footage specially processed in color. Whatever the process, the results are outstanding. One can't tell where specially shot footage ends and newsreel stock begins. The humor and humanity of Churchill, as seen from his writings and speeches, do much to heighten the effect of the subject. His trials as well as his triumphs are faithfully chronicled. Through all, he remains a talented, remarkable, and dedicated public servant and a giant of his era. It is not easy to generate a wide audience for films such as this one, and that is a pity. Let the exhibitor be certain, however, that any efforts along these lines he undertakes, will be rewarded by patron enthusiasm and enjoyment. The film is an uplifting experience for every audience, and can serve as a text on just how to make a biographical feature. Of course, LeVien is fortunate in that he had one of the world's most colorful subjects. Put simply, it's a great film about a great man.

AD LINES: "All The Heroic Adventure . . . All The Humor . . . All The Heart . . . Of Our Century's Most Exciting Man"; "Wherever History Was Being Made, There Was 'Winnie' And Victory."

CONTINENTAL

The Luck Of Ginger Coffey

DRAMA
100M.

Continental
(Filmed in Canada)

ESTIMATE: Good entry for art and specialty spots.

CAST: Robert Shaw, Mary Ure, Liam Redmond, Tom Harvey, Libby McClintock, Leo Leyden, Powys Thomas, Tom Kneebone, Leslie Yeo, Vern Chapman, Paul Guevremont, Barry Stewart, Arch McDonnell, Oliva Legare. Directed by Irvin Kershner; produced by Leon Roth; executive producer, F. R. Crawley.

STORY: Robert Shaw immigrates from Ireland to Montreal with his wife, Mary Ure, and their 14-year-old daughter, Libby McClintock, to better himself in the world. His exaggerated ideas for sudden success have made him an unstable worker, and he can not hold down a job. Ure is determined that they all return to Dublin while they still have the passage money, not knowing that the overconfident Shaw has spent the money while job hunting. They have a showdown when she learns what he has done, and she is convinced his superior attitude will never let him keep a job. The final break between them occurs when he applies for a job recommended by a family newspaperman friend, Tom Harvey, and he falsifies his experience with editor Liam Redmond. He winds up as a lowly-paid nightshift proof reader with a vague promise of a promotion to a reporter. This daydreaming and a ridiculous salary force Ure and the daughter to stay in Harvey's apartment while he's away. Shaw tries to persuade Ure to return, but she refuses, although the daughter does go to live with the father. Ure gets a job as a saleslady and tells Shaw that she wants a divorce. He takes a day job to make ends meet as a diaper deliveryman. Without parental supervision, the daughter gets into mischief. A suggestion at the diaper company results in the offer of a raise and a promotion, but he turns this down to await the reporter's job. The latter never comes through, and he quits after an argument. Drunk, he is arrested, tried, and freed by a sympathetic judge. He admits his failure to Ure, and she offers words of encouragement. They are reunited for better or worse.

X-Ray: What happens when the head of a newly-arrived Irish family in Canada can't find a suitable job that will statisfy his ego or expectations, and the attendant complications make for fascinating and interesting film fare. Adding to the overall effectiveness are the surroundings in Canada, the capable talents of the cast, particularly Robert Shaw and Mary Ure, the high-rated direction, and superior production values. Art house attendees should receive pleasure from the end result. The screenplay is by Brian Moore, based on his novel of the same name.

Ad Lines: "An Unusual And Touching Drama Of A Family's Efforts To Remain Together"; "An Intriguing Drama About An Unusual Man, His Usual Family, And His Impossible Dreams."

EMBASSY

Contempt

Drama
99M.

Embassy
(Color)
(Franscope)
(French-Made)

Estimate: Uneven effort has highbrow appeal, Bardot name.

Cast: Brigitte Bardot, Jack Palance, Fritz Lang, Michel Piccoli, Georgia Moll. Produced by Carlo Ponti; directed by Jean-Luc Godard; scenario by Godard, based on the novel by Alberto Moravia.

Story: Michel Piccoli is a writer. He and his wife Brigitte Bardot, an ex-typist, live happily on love and the small income from his detective stories. To pay for a posh apartment, Piccoli turns scenarist and accepts a contract to rewrite a film being produced by American Jack Palance. Palance is at odds with his director, Fritz Lang (played by the old master himself) over the film, an epic based on Homer's Odyssey. Bardot goes to meet Piccoli after he discusses the film with Lang and Palance. Palance invites the couple back to his villa, making an open pitch for Bardot. Piccoli consents to take a cab while his wife goes with Palance in his small sports car, and is delayed by an accident. Bardot, feeling Piccoli is pushing her into an affair with Palance, treats her husband contemptuously. She continues to torment Piccoli, refusing to sleep with him any more. Palance calls, inviting both of them to his villa on Capri during the filming of the movie. Bardot at first refuses, then consents to go, after confessing she no longer loves her husband. On location, Piccoli throws himself into his work, siding at first with Palance, then being won over to Lang's side. When he finds Palance kissing his wife, he offers to give up the job and return to Rome as proof of his love for Bardot. However, she departs with Palance for Rome. Both are killed when Palance crashes into a truck. Piccoli leaves the film to Lang and commits himself to what he has wanted to do—write for the theatre.

X-Ray: Be not deceived by BB's presence, for "Contempt" is no meller with the Bardot torso (however much of it is seen) as a substitute for plot, dialogue, or acting. Based on Moravia's best-seller, "A Ghost At Noon," the film is, among other things, a stinging commentary on moviedom abroad. Director Godard has taken his "truth camera" technique and turned it on a tight, highly capable cast of characters. Lang, for instance, is flawless as the great director he is. Piccoli, making his American debut, seems to have been shaped by Godard into a role that calls forth the image of a promising artist addicted to classic cinema and stage. Bardot is Bardot, never more truthfully played. Summarized as "uneven" by this writer, the film has its share of deficiencies—and then some. It opens with one of the longest in-bed scenes ever, with BB nude. After much tenderness in the "Hiroshima" style, the verbal exchange (which ranges through four languages aided by titles and translations by the actors in the film) deteriorates into bickering for much of the remainder of the picture. Bickering, thoughly symbolic, gets boring. The lines of Lang and Piccoli are loaded with allusion, quotes from such populars as Dante and Homer, spiced with Bertold Brecht. Godard's camera is allowed to wander and it does. Then there is the matter of the Odyssey, very much present in the film as well as in the "film within the film." Odysseus and Penelope are linked with Piccoli and Bardot. Dialogue is spent freely discussing the character of Odysseus, love, films, life. Long stills are held on marble statues of the epic hero and the mythological gods of ancient Greece, many of which are maddeningly distracting as the eyes have been painted red, blue and green like five-and-ten cent store figurines. Finally, Odysseus returns to Ithica, slays Penelope's suitors and wins her love. In the film, the classic patterns shape, motivation is suggested, and then, almost as a joke, Bardot is killed in a senseless accident. Rather than suggesting the play of fate, it seems an easy way of resolving the question. Many may find the film tedious, boring, and feel cheated in light of the big sex sell, since there isn't a single lovemaking scene of any consequence. In many cases, looking at the film, then proceeding to sell on the basis of its merits and your particular audience will help. Legion of Decency 'C' Rating.

Ad Lines: "More Bold! More Brazen! And Much, Much More Bardot!" "Bardot At Her Bold, Barest Best!"

Let's Talk About Women

Comedy Drama
108M.

Embassy
(Italian-made)
(English titles)

Estimate: Title reveals all and men should like what they see.

Cast: Vittorio Gassman, Maria Fiore, Donatella Mauro, Mario Lucidi, Giovanna Ralli, Umberto D'Orsi, Antonella Lualdi, Sylvia Koscima, Edda Feronao, Heidi Strop, Rossane Gherardi, Olga Romanelli, Walter Chiari, Ivy Olsen, Eleonora Rossi-Drago, Jeanne Valerie, Marco Tulli, Attilio Dottesio. Directed by Ettore Scolo; produced by Mario Cecchi Gori.

Story: Vittorio Gassman has nine different encounters with members of the opposite sex, playing a different type of role each time. Encounter one has him riding up to an isolated farmhouse with a rifle and grim expression and demanding to know where the husband of Maria Fiore is. Fearful of his life, she offers herself to the man with the rifle, who it turns out merely came to return the gun. Encounter two has Gassman as a practical jokester to all and everyone, but once he gets home at night, he becomes the staid and tired businessman who wants no nonsense. Encounter three has Gassman turning to the professional prostitute, Giovanna Ralli, who takes him home. After their business, he recognizes the photo of an old school friend, who it turns out is her husband, who knows and encourages her line of work. They discuss old times, and husband Umberto D'Orsi refuses to let Gassman pay out of friendship. Encounter four sees Gassman reluctant to get out of bed as companion Antonella Lualdi rises to rush to keep an appointment—her wedding. Encounter five has Gassman finally getting Sylvia Koscina agreeing to some sex, but the problem is to find a suitable place. Koscina always finds a reason to go elsewhere. She waits outside while he investigates a motel and finds a well-built maid, who is not as fussy. He emerges to take Koscina home. Encounter six has Gassman as a bartender at a late spot who gets off after the buses stop running. He "uses" the girls of the night for free transportation home only. Encounter six shows Gassman as the timid brother of a plain sister, who was "dishonored" by playboy Walter Chiari. He is amazed at the ease with which Chiari gets his girls and minimizes his mission when Chiari arranges for a double date for them. Encounter eight has Gassman as a coarse junkman being summoned to the lavish apartment of wealthy, jaded Eleanora Rossi-Drago, who is looking for kicks. He thinks he will get some rags and is not satisfied with the sex that she offers, preferring more material things. Encounter nine has Gassman as a prisoner who gets a two day parole to visit a "dying" mother engineered by pregnant wife Jeanne Valerie. Back in jail, he rejoices over the news of her now-revealed pregnancy, which he boasts is his doing as Marco Tulli hovers in the background.

X-Ray: Viewers are going to have their likes and dislikes among the nine episodes that are offered here. Some are funny; some are cute; and some are a bit on the tasteless side. Men will like what they see perhaps better than women, and of course, the exploitable values are to be found in the subject and in the title. Performances are generally good, with Gassman turning in quite a job in his multi-faceted role. The direction and production values are good. The story and screenplay are by Ruggero Maccari and Ettore Scola.

Ad Lines: "There's A Girl For Every Man's Taste In This Fun-Packed Import"; "Girls Everywhere And Fun For Adults."

Only One New York

Embassy

Documentary
75M.

Estimate: Absorbing, well-made documentary.

Credits: Written, photographed, and directed by Pierre-Dominique Gaisseau; produced by Serge De Dietrich; music by Milton DeLugg; film editor, Georges Arnstam; narrated by Norman Rose.

Content: The roving camera takes in the New York City area, and to be seen are construction and demolition; the skyscrapers; a New Year's celebration in Chinatown and a Chinese show; a Roumanian silversmith; Hasidic Jews praying and celebrating; gypsies in the dead of winter in Coney Island and at a wedding; the fashion world at work;

Harlem praying, singing, and going through some voodoo; parades on St. Patrick's Day and during the celebration of other groups; a German colony celebration; the construction of the Verrazano Bridge across the Narrows; Buddhists celebrating a festival and performing fencing and achery; Playboy bunnies at work and play; American Indian steeplejacks putting together skyscrapers high above the city and relaxing later at their favorite hangouts; a look at the Armenian section, celebrations, and a belly-dancer in action; a peek at Broadway at night; the Puerto Rican section known as "El Barrio" on upper Park Avenue, where anything can happen; a Russian Orthodox Church celebrating the Resurrection of Christ; a Ukranian wedding; minor celebrations of religious and other events on the streets; a Harlem delegation welcoming Bishop Walter McCollough with singing, dancing, and prayer; a Greenwich Village artist showing an "action painting"; and New York at night.

X-Ray: This adroitly turned out study of New York City proves it is not only a place where tall buildings huddle together, but it's also a place that is filled with people, customs, and a variety of ways of life. A non-New Yorker takes his revealing cameras above and below ground and into places many city inhabitants never even knew existed. The result is a fascinating and highly entertaining piece of film, expertly filmed, directed, and written by Pierre-Dominique Gaisseau. It's a fine way to round out a show.

Ad Lines: "The New York City Never Seen By The People Who Live There"; "A Thrilling And Absorbing Study of New York City No One Should Miss."

MGM

The Outrage

Drama
97M.

MGM
(Panavision)
(6507)

Estimate: Top cast adds interest to "search for truth" drama.

Cast: Paul Newman, Laurence Harvey, Claire Bloom, Edward G. Robinson, William Shatner, Howard Da Silva, Albert Salmi, Thomas Chalmers, Paul Fix. Produced by A. Ronald Lubin; directed by Martin Ritt.

Story: Preacher William Shatner, prospector Howard Da Silva, and vagrant con-man Edward G. Robinson meet by chance at a deserted railroad station near a small western town. They discuss the recent trial of outlaw Paul Newman, who has been convisted and sentenced to hang for the murder of traveling southern gentleman Laurence Harvey and the violation of his wife, Claire Bloom. They are puzzled that the three witnesses presented totally different accounts of what "actually" happened. Newman confessed, but Bloom claimed Newman attacked her and fled, and that she killed her husband when he looked on her with such contempt that she became enraged. Ancient Indian Paul Fix, however, as a witness, says the husband had killed himself because of the humiliation he had suffered. The three men find an abandoned baby. Robinson tries to rob the infant, and in the ensuing argument, it is learned DaSilva was also a witness to the murder of Harvey and had stolen the dagger from the dying man's body. His version of the incident was that Harvey and Newman fought over Bloom, with Harvey being accidentally killed when he fell on the dagger. Shatner is dismayed upon hearing this version until DaSilva assumes responsibility for the child although he has five other children to take care of at home. This simple act of humanity restores Shatner's faith in mankind.

X-Ray: A powerful cast will give this class drama more mass appeal than it might otherwise have had. Once again, the Japanese classic, "Rashomon," is the basis for the screen to probe the question of truth. The answer is still that truth depends on who is telling the story. Paul Newman, in his flamboyant role as the Mexican outlaw whose rape of a married woman sets the dramatic wheels turning, delivers a fine performance. The rest of the cast, headed by Laurence Harvey, who has relatively little to do in some of the episodes, and Claire Bloom, whose fragile beauty complements a fine acting skill, adds lustre to the drama. Edward G. Robinson also impresses. The story remains one that will have most appeal for the discriminating moviegoer, and may find a certain resistance in general situations. Production is fine, and director Martin Ritt keeps things moving. There is a rather baffling switch from stark drama to wild slapstick in the stories of two of the characters, and the film has a bit of trouble recovering in time for the serious and message-laden ending. Every exhibitor will agree, however, that the names give quite a peg on which to hang a campaign. Screenplay is by Michael Kanin.

Tip on Bidding: Better program rates.

Ad Lines: "Each Man Sees His Own Truth . . . Each Man's Truth Is Different"; "One Brutal Act . . . One Outrage . . . And Four Souls Were Bared."

20th-FOX

Night Train To Paris

(420)

Melodrama
65M.

20th Century-Fox
(English-made)

Estimate: Good action entry for program.

Cast: Leslie Nielsen, Alizia Gur, Dorinda Stevens, Eric Pohlmann, Edina Ronay, Andre Maranne, Cyril Raymond, Stanley Morgan, Hugh Latimer. Produced by Robert L. Lippert and Jack Parsons; directed by Robert Douglas.

Story: Leslie Nielsen, airline public relations man, is contacted on New Year's Eve by a wartime OSS associate, Hugh Latimer. Latimer and his beautiful companion, Alizia Gur, need passage to Paris to return a stolen tape containing secret defense information to the French government. Latimer also has a fake tape, giving the real one to Nielsen to deliver. Latimer, though there are no vacancies aboard planes or trains, arranges for the two to join a photographer friend accompanying a ski expedition on the night train to Paris. A counter-intelligence agent murders Latimer and the photographer in his efforts to steal the tape and boards the night train in pursuit of Nielsen. Nielsen and Gur, who is posing as one of the photographer's models, attempt to evade the assassin in the confusion of a wild New Year's Eve party. Police, in the meantime, discover the murders and trace Nielsen to the train, but it has already left Dover. In France, Nielsen is led to safety from police by the assassin, who then turns on him in an effort to get the tape. He escapes, only to be confronted by Gur, who is also in cahoots with the counter-espionage ring Latimer had been trying to evade. He disarms Gur, the police arrive, and the tape is put into safe hands.

X-Ray: For the spy story fans, this one is sprinkled with fair amounts of cheesecake, boy meets girl, and cloak and dagger stuff. Nielsen, Gur, and the supporters turn in creditable performances, with Gur's captivating looks one of the positive assets of the film. Sets, outdoor locations, and photography are quality, and the screenplay, written by Henry Cross, helps keep things moving. Plot, of course, lacks the originality found in some of the new faces.

Ad Lines: "Headed Straight For Sabotage . . . Murder . . . And Worse!" "Ticket To High-Tension Suspense."

Rio Conchos

(426)

Western
107M.

20th-Fox
(CinemaScope)
(Color by DeLuxe)

Estimate: Big-scale western has fine cast, fast action.

Cast: Richard Boone, Stuart Whitman, Tony Franciosa, Wende Wagner, Warner Anderson, Jim Brown, Rodolfo Acosta, Barry Kelley, Vito Scotti, House Peters, Jr., Kevin Hagen, Edmond O'Brien. Produced by David Weisbart; directed by Gordon Douglas; screenplay by Joseph Landon and Clair Huffaker.

Story: Richard Boone, former Confederate Major, hates the Indians who tortured and killed his wife and daughter and embarks on a one man campaign of terror against them. He is arested by U. S. Cavalry officer Stuart Whitman. To avoid prison, he agrees to lead Whitman and Sergeant Jim Brown to the man who sold him his rifle. It is from a stolen shipment of weapons that seems headed for the Indians unless it can be recovered. Mexican bandit Tony Franciosa accompanies the mission to even the odds for Boone. They vanquish Mexican bandits and capture Indian girl Wende Wagner. They learn from her that former Confederate Colonel Edmond O'Brien, with a mad dream of setting up his own empire, plans to trade the rifles to the Indians for gold. Franciosa tries to double-cross the expedition, and Boone kills him. He finds O'Brien and convinces him that he and Whitman and Brown are treasure hunters trying to sell a wagon-load of gunpowder to go with the rifles. They are exposed by Indian chief Rodolfo Acosta, but are rescued by Wagner. Boone and Brown blow up the rifles and die in the battle. A wounded Whitman and the Indian girl survive.

X-Ray: There is blazing action all the way in this big-scale color western. A fine cast is headed by Richard Boone and Stuart Whitman, with an offbeat performance by Tony Franciosa adding to the interest. The film also serves to introduce football great Jim Brown. He handles himself well, particularly in action scenes, and provides an additional exploitation peg for the feature. Production and direction are capable, and the story holds interest. Action and outdoor fans will like it fine. There is plenty of fighting and shooting, and enough character delineation to satisfy the more demanding filmgoer as well.

Tip On Bidding: Better program rates.

Ad Lines: "Two By Choice And Two By Force . . . Four Men Stalking The Apache Nation On A Mission That Could Drench The Whole Southwest In Blood And Flames"; The Clans Of The Apache Gathered Along The Rio Conchos . . . Trading Gold For Gunpowder . . . For The Time Had Come To Reclaim The Land—To Water It With Blood."

ALPHABETICAL GUIDE TO 38 Feature Reviews

This index covers features reviewed thus for during the 1964-65 season In addition to features of the 1963-64 season, reviewed after the issue of Aug. 19, 1963.—Ed.

A

Ape Woman, The—97m.—Emb. 5210

C

Castle Of Blood—85m.—Misc. 5211
Contempt—99m.—Emb. 5218

D

Diary Of A Bachelor—88m.—A-I 5217
Dragon Sky—95m.—For. 5212

F

Fail Safe—111m.—Col. 5213
Fate Is The Hunter—106m.—Fox 5214
Finest Hours, The—114m.—Col. 5217

G

Godzilla Vs The Thing—90m.—A-I 5213
Guns At Batasi—103m.—Fox 5210

H

Hamlet—187m.—WB-Electronovision 5220
Hercules In The Haunted World—84m.—For. ..5212

K

Kisses For My President—113m.—WB 5211

L

Laterna Magika—119m.—For. 5212
Let's Talk About Women—108m.—Emb. 5218
Lilith—114m.—Col. 5213
Living Between Two Worlds—78m.—Misc. 5220
Luck Of Ginger Coffey, The—100m.—Cont. 5217

M

Mary Poppins—140.—BV 5209
Master Spy—71m.—AA 5209
MGM's Big Parade Of Comedy—109m.—MGM ..5210
Murder Ahoy—93m.—MGM 5214

N

Night Train To Paris—65m.—Fox 5219

O

Of Human Bondage—98m.—MGM 5214
Only One New York—75m.—Emb. 5218
Outrage, The—97m.—MGM 5219

P

Passionate Thief, The—100m.—Emb. 5210

Q

Quo Vadis—168m.—MGM—RE. 5214

R

Rio Conchos—107m.—Fox 5219

S

Secret Door, The—72m.—AA 5209
Secret Invasion, The—95m.—UA 5215
Send Me No Flowers—100m.—U 5211
Sing And Swing—75m.—U 5211
So Dear To My Heart—82m.—Re.—BV 5217

T

Topkapi—120m.—UA 5215

V

Visit, The—100m.—Fox 5214
Voyage To The End Of The Universe—81m.—A-I 5213

W

Woman Of Straw—117m.—UA 5215

WARNERS

Hamlet

DRAMA
187M.

Warners
(Electronovision)

ESTIMATE: Of value as a record of a novel version of the Shakespeare classic.

CAST: (In order of speaking) Frederick Young, Michael Ebert, Barnard Hughes, Robert Milli, Alfred Drake, Philip Coolidge, Hugh Alexander, John Cullum, Hume Cronyn, Richard Burton, Eileen Herlie, Linda Marsh, the voice of John Gielgud, Dillon Eveans, Clement Fowler, William Redfield, George Voskovec, John Hetherington. Produced by John Gielgud; directed by Bill Colleran; film version produced by William Sargent, Jr., and Alfred W. Crown; executive producer, Alexander H. Cohen.

STORY: Prince Hamlet (Richard Burton) seeks to avenge the murder of his father by his uncle, Alfred Drake, who has married Burton's mother, Queen Eileen Herlie, and assumed the throne of Denmark. Burton has some strolling players recreate the death scene of his father, and this unmasks Drake's villainy. The ensuing bloodbath at the castle results in the death of all principals in the tragedy.

X-RAY: Attendees of the legitimate theatre were, by report, quite enthused with this novel version of Shakespeare's "Hamlet," which had a capable cast presenting the classic in street clothes and on a practically bare stage. Along came the process known as Electronovision, which was reputed to be able to film any stage presentation using the natural light in the theatre. The end result was supposed to have been practically equal to a film presentation of the studio made feature, with the advantage of immediacy. The version witnessed by this viewer was dark, and the illumination seemed strained. The cast came across from fuzzy to grainy to fair to good, possibly depending on the distance of the shot. The backgrounds were dark as well. As for the acting, the cast performed well, except that certain of the actors could be understood better than others. Even the great Burton came across muddled at times probably due to the technical deficiencies of the process. His performance is brilliant all the same, full of variety and vigor. It's worth seeing. The absence of the usual costuming that is associated with this Shakespeare classic was a distracting element rather than a helpful one. After the novelty wore off, one sort of wished that they came on stage suitably attired. The reviewing of the film is merely an effort to keep the record straight, for the producers are not expected to show this release after the limited number of simultaneous showings. It should also be noted that the system, while in need of a bit of strengthening, could serve a useful purpose—that of recording stage-presented classics for use in schools and educational areas, etc. Once improvement is possible, it may well serve theatres to a better degree than was to be found in this particular instance.

MISCELLANEOUS

Living Between Two Worlds

DRAMA
78M.

Empire

ESTIMATE: All-Negro film is okay dualler for specialized houses.

CAST: Horace Jackson, Maye Henderson, Anita Poree, Mimi Dillard, Irvin Mosley, Kyle Johnson, DeForrest Covan, Derrick Lewis, Jerry West, Lawrence Lamar. Directed by Bobby Johnson.

STORY: Horace Jackson, son of domineering Maye Henderson, is torn between becoming the minister she desires and a musician. He can not reconcile himself to the Protestant church as it exists for Negroes and the racial aspects of life. He breaks up with his girl friend, Mimi Dillard, who accuses him of being a mamma's boy. His sister, Anita Poree, sides with him in the arguments with his mother. After considerable soul-searching during which Dillard is attacked by some white toughs, Jackson finally obtains a pastorate and preaches "the truth," tinged with the Bible's teachings. All are happy again.

X-RAY: With story credited to the star, Horace Jackson, this all-Negro venture, proves to be more static than actionful. There are lengthy stretches of preachment and some fine over-acting, but technically the program film is okay. Economically produced, this will do for part of the program in most Negro houses where it can be sold if given a proper campaign despite lack of name values. Several hymns are heard, and the film bears an endorsement of several churches.

AD LINES: "Honest and Sincere; Real and Believable"; "The First 100% All-Negro Motion Picture."

MOTION PICTURE
EXHIBITOR
The SHOWMEN'S TRADE REVIEW

OCTOBER 7, 1964 SECTION THREE
Vol. 72 No. 12

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

WB Pressbook Report On AB-PT Project Campaigns

Exhibitors throughout the United States and and Canada are receiving a unique, pressbook-sized "Report on Two Project Pictures from Warner Bros.," covering the campaigns devised by Southern affiliates of American Broadcasting-Paramount Theatres for "Youngblood Hawke" and "Kisses for My President."

In a message to exhibitors, Warner Bros. states: "This Special Project Pictures report is put out in a spirit of admiration for the outstanding creative job done on two of our pictures by three theatre chains (Paramount Gulf Theatres, Interstate-Consolidated Theatres, Wilby Kincey Theatres). Their top-quality material is brought to you in the belief that you, as an interested party, will want to know how others have approached 'Youngblood Hawke' and 'Kisses for My President.'"

An accompanying letter from Ernie Grossman, Warner Bros. national director of exploitation and promotion, says "We feel that study of the materials in this special book will be a stimulus toward your own campaigns for these two releases."

"Topkapi" Treasure Hunt

WNEW Radio, New York, and United Artists launched a "Topkapi Treasure Hunt" with the prize a Linde Star Sapphire in a 14 carat gold setting hidden somewhere in New York City.

The contest was keyed to the current engagement of the Jules Dassin-Filmways suspense comedy, "Topkapi," at the Astor and Trans-Lux East theatres. The prize gem went to the person tracking down the daily clues beamed over the WNEW Ted Brown Show, 3-6 P.M.

The clues were taped by Peter Ustinov, who stars in the film.

All WNEW personalities talked-up the Treasure Hunt and pointed out that clues could be heard on the Ted Brown Show. The show is considered radio prime time since it includes the hours when people are driving home from work.

"Young Lovers" Tie-Ins

Keyed to the national release of Samuel Goldwyn, Jr.'s "The Young Lovers," a major campaign is being mounted linking the film with manufacturers of beachwear, sportswear and men's and women's accessories.

The promotional drive will see the production credited in national consumer magazine advertisements, local newspaper ads and in-store and window displays among thousands of participating department and specialty stores.

Exhibitors' Institute On Teenage Market Suggested As Biz Booster

THE YOUNG LOVERS
COLLEGE
CAMPUS
REPS
Vote

College student representatives for MGM's "The Young Lovers" are seen in Detroit in connection with the opening of the Samuel Goldwyn, Jr., production throughout the Detroit, Pittsburgh, Cincinnati, Indianapolis and Cleveland territories. The Hondo Motorbikes are similar to ones used in the film and will be utilized in local level merchandising tieins.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

In a speech at the Chicago convention of Theatre Owners of America at the Conrad Hilton Hotel, Eugene Gilbert, president, Gilbert Youth Research, Inc., claimed that teenagers were a market—not an age group.

Gilbert said in a "Youth Market Quiz" that the total population of the U. S. will increase eight per cent between 1960-65; and that the teenage population, between ages of 13 and 18, will increase 30 per cent in the same period.

Other statistics show that the young adult in the 25-39 years of age group will decrease two per cent between 1960-65; between 1964 and 1970 a major population explosion will take place; 40 per cent of this explosion is accounted for by the 15-24 age group; and that the youth market—aged 25 and under—represents 50 per cent of the population of the U. S. today.

Gilbert also said, teenagers have allowances and earnings reaching 12 billion dollars per year; approximately one million of them are married; the peak year for marriage of women in the U. S. is 18; the median age of marriage for women in the country is 19.9; one-third of the first children in families are

(*Continued on page* EX 618)

Sam Riddle, master of ceremonies for KHJ-TV's "Ninth Street West" television show interviews star Annette Funicello at the climax of a pre-opening promotion for American International's "Bikini Beach" at Zody's Department Store in Canoga Park, Cal. A crowd of 5,000 were attracted.

British Activities

by Jock MacGregor

As part of Rank Theatre's standardization scheme, the Gaumont, Northampton, has been renamed the Odeon and P. J. Thornton promoted a fascinating feature on the history of the building in the Northampton Chronicle and Echo. Built in 1850 as the Corn Exchange, it was used also for religious, political, musical and social gatherings by such celebrities as John Philip Sousa and his Band, the Swedish nightingale Jenny Lind, Salvation Army Founder General William Booth and Prime Minister Asquith. In 1902 it was the setting of the Church Congress which attracted thousands of delegates. From 1907 it was visited by travelling film showmen such as Waller Jeffs and his "New Century Pictures." During World War I it was an Army billet and YMCA. With the peace it became a full time cinema and in 1929 was among the first in Britain to introduce talkies with "The Singing Fool." With a full face lift and the installation of an acoustic ceiling in 1950 it was renamed the Gaumont. Then "What the Window Cleaner Saw," which featured in the '07 program, to glossiness of "Pink Panther" the first picture to be shown under the Odeon banner is a monumental stride. This booking was further plugged with a simple newspaper contest with a Pink Panther doll as prize. This in turn was backed by an impressive all pink window display in the town's largest store window.

It is no novelty for managers to be told by patrons that a movie deviates from a book, but Graham Dilks of the Mechanics, Nottingham, was taken back when playing a revival of "Viva Zapata" to be told by a man carrying a wicked looking machete that the ending was all wrong! He claimed that Zapata was no hero and that he was killed by a cavalry sword and not a bullet. The patron, now managing director of a caravan company, had been in Mexico at the time and claimed Zapata had used the machete which was engraved "Emiliano Zapata, Villa Ayala, Merelos" to defend himself when he found he had been tricked into an ambush. He got the machete shortly after the killing. Dilk wasted little time in rounding up a reporter and photographer for an excellent coverage.

Realising that some six weeks later he would be playing the new Cliff Richard Techniscope musical "Wonderful Life," Albert E. Hallam, of the ABC, Old Kent Road, South London, exploited the clip showing the star studded royal premiere in Pathe News. He had a special foyer display spotlighting the Pathe contents bill and his forthcoming booking made in such a manner that when the newsreel was changed the contents bill was replaced with national press breaks on the movie.

Many managers regard the supporting program merely as such and never consider whether any of the items has a sales angle. "Sound of a City" in Rank's 'Look at Life" weekly series was not overlooked by G. W. Branfield, of the Gaumont Liverpool. It was indeed a natural for this is a screen treatise on the local Mersey Beat craze. First he staged a press show, had invitations printed in the form of discs and persuaded the groups featured to attend. The Lord Mayor of Liverpool also attended and received a 16mm copy of the film for the city archives. Not only did this result in an invaluable press coverage but the BBC TV devoted four and a half minutes to it in its northern transmissions on one night and one and a half minutes on the next and commercial one and a half minutes. On both channels the front of house was shown and it is estimated that the BBC programs were viewed by eight million and the commercial by six and a half million. The short was further backed by displays at two musical instrument shops, seven leading record stores and 12 dance halls catering for teenagers including the now celebrated "The Cavern" in which The Beatles first registered and which is shown in the film.

Make Up Man On Tour

William Tuttle, head of MGM's make-up department who transformed Paul Newman into a fearsome Mexican bandit for his role in "The Outrage," will tour nine major cities and participate in promotion activities on behalf of the Martin Ritt production.

Among the cities Tuttle will visit are New York, October 8-13; Detroit, October 14-15; Cleveland, October 15-16; Atlanta, October 19-20; New Orleans, October 20-21; Dallas, October 22-23; St. Louis, October 26-27; Kansas City, October 27-29; and Minneapolis, October 29-30.

Recognized as one of the world's outstanding make-up experts, Tuttle has been associated with MGM for 30 years. During that time he has made up many of the screen's most glamorous actresses, as well as creating fabulous character make-ups, designing character wigs and developing some of the latest techniques employing prosthetic appliances.

"Countdown" on "Fail Safe"

The Columbia "countdown" advertising campaign for Max E. Youngstein's "Fail Safe" had been extended to include radio spots, according to Columbia Pictures, distributor of the suspense thriller.

Up to now, the "countdown" technique has been employed in newspapers using the target date of October 7—the day of the "Fail Safe" showcase in the New York metropolitan area. Meanwhile, showcase theatres are following through with marquee "countdowns" that begin with the message "only 240 hours to go til 'Fail Safe'" and change daily til October 7.

Six days before the New York opening of the film, a saturation radio campaign will employ 10-second spots to continue the teaser campaign. The spots will crescendo toward opening day of the showcase on an ad schedule that will encompass a broad selection of New York area radio stations.

A mobile boxoffice is being used by the Rank Theatres in England to visit factories, markets, etc., to sell tickets for road show presentations. At the rear is a daylight screen on which 16mm. trailers are continuously presented.

Exhibs' Institute

(*Continued from page* EX617)

born to mothers 20 and under; 60 per cent of the first children in families are born to mothers 24 and under; that one per cent of girls 14 years old went "steady" in 1945, while now 11 per cent claim to go "steady"; and that the average teenager goes to the movies three times a month.

Until recently those "children" between the ages of 13 and 19 were, to use a cliché, seen and not heard. A teenager was a member of the family circle who earned a little bit of money and usually put it in the family kitty to help pay the bills.

Today, teenagers are not an age group—they are a market—very much seen and very much heard.

Our country, as a whole, is on the upsurge—we as a nation are booming—we have more leisure time—more money—we live and play more. And the teenagers are sharing in this upsurge—the whole 22 million of them. Teens alone represent over 12% of our population and are continually moving forward, statisticwise.

Although the young people are not those with the highest per capita earned income, they do have continually growing access to more disposable income—right now about $12 billion annually—and this is only a start! By 1970 teenagers will be spending $21 billion a year—and not so surprisingly, each teen dollar is spent on what the teen boy or girl wants.

They don't help with the family bills any more and they don't pay their own bills—their parents do.

The teens are trying and buying and spending now. Teenagers are participators and doers—they go to the movies right now on the average of three times a month.

In terms of marketing, this group has perhaps the largest purchasing power and exerts the greatest influence. Entertainment alone constitutes a large slice of their budget—for example, 9¢ out of every teen dollar is for movies and records. This age group is usually first in adopting the new and the novel and whether an individual or a small group sets the pace, he or it is accorded the highest acclaim as leader. Also within this group almost all mass trends originate.

Make note of how rapid is the transit of information from the teenagers to the adult market, in a very large part, due to the tremendous influence of the young person on the habits of his parents, who, in many cases, show the least buying and spending resistance to their offspring. The enthusiasm with which

(*Continued on page* EX619)

NSS Preview Features Colorful Holiday Aids

CHICAGO — A Transcontinental van loaded with National Screen Service's holiday showmanship innovations for Christmas and New Year rolled here from New York.

According to Melvin L. Gold, general sales manager of NSS, the contents of the truck represent a full year of research, planning, and creation of a wide variety of Christmas and New Year promotional aids that will delight theatremen when revealed during the convention.

Ten Cinemotion Display cases are aboard the van, for installation in the company's Hospitality Suite, and were on display at TOA's initial luncheon, at which NSS was the host.

During the luncheon, Gold was to demonstrate the company's new holiday showmanship products, including a seven ft., king-size Christmas standee with colorful illustration of Santa and an electrified red-nosed reindeer that has a flasher attachment to keep the reindeer's nose blinking on and off.

Exhibitors were also to see giant five ft. standees for Christmas and New Year's Eve shows, in addition to 22" miniature standees in brilliant colors, attractively mounted and easeled. The innovations include several new display items which will be made available to exhibitors for the first time, to assist them in promoting their holiday attractions and creating more festive holiday atmosphere.

Agatha Christie Paperbacks

News from London reveals that Pocket Books, Inc., and Dell Publishing Co. have purchased paperback re-printing rights in the U. S. to 56 works by Agatha Christie, the world's top living best-selling author. To obtain the re-printing rights to the popular mystery writer's stories, some of which date back 40 years and have been published as many as three or four times in hard-cover or paperback form or as part of mystery anthologies, each of the companies paid an advance of $500,000.

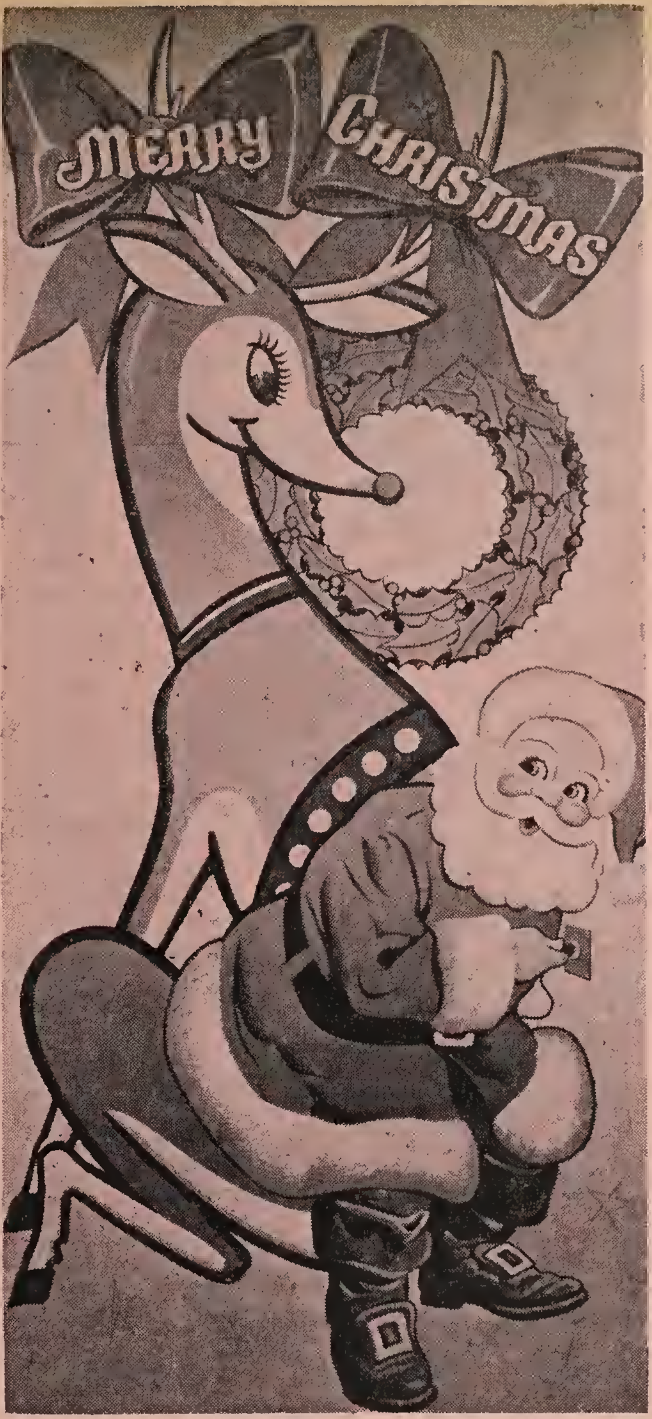
MGM, which owns the film rights to more than 80 novels and 400 short stories by Miss Christie, is currently readying for release "Murder Ahoy," third in a series of humorous murder mysteries based on the author's famed female sleuth, Miss Marple, and starring Academy Award-winner Margaret Rutherford. The Lawrence P. Bachmann Production will be followed by a fourth Miss Marple adventure, already completed, "Murder Most Foul," and the upcoming "The Body in the Library," also to star Miss Rutherford.

Marco Polo Trip Retraced

In an unusual international promotional tour of non-key markets which is expected to have important impact in most key markets around the world, Horst Buchholz has been set to re-trace the travels of Marco Polo to introduce the Buchholz-starring "Marco Polo" which UA will release in this country.

Buchholz, in his Italy to China journey, to be underwritten by three European production companies which backed the film, will carry a print of the film for showing to natives in backwoods areas of Asia Minor, Afghanastan, India and other points on his (and the original Marco's) itinerary.

Buchholz will cover the trip in three weeks, compared to the three years it took Polo.



This National Screen Service Christmas display is seven feet tall—bigger than anything they have ever made. It comes equipped with an electric flasher cord and red bulb that fits into the nose of the reindeer and flashes on and off. The standee is silk-screened in nine colors and is supported by twin-interlocking easels. It carries no calendar year date so it can be packed and stored and be used again for years to come.

Exhib's Institute

(*Continued from page* EX618)

young people accept a new product or a new trend kindles in parents a sympathetic warmth and paves the way for family acceptance.

Right now 11% of the average teenage girls have been going steady since they were 14 years old. 45% of all girls do go steady at one time or another during their teen years—and it figures that the same percentage of teen boys are doing the same thing—or at least we hope it's the same percentage.

What does this mean? Well, naturally, these "steadies" are doing a large amount of dating and of spending money on those dates. As a matter of fact, 10¢ out of every teen boy's dollar goes for dating.

And teens are getting married younger—over 500,000 tie the knot and settle down to a happy, loving, wonderful life of domesticity each year.

At last year's convention there were speeches on how to promote the youth market. One said raido was best; another said newspapers were the very best; and still another said you can't beat TV. And various promotions were suggested such as having high school and college students review your pictures: have d. j.'s present their own comedy satires; Miss Teen-Age contests; after prom parties; teen-age Hollywood premieres; etc. Does anyone really know which of these promotions have worked well in the past, which ones have failed, which promotions will work well now and what you are going to do in the future?

How many incremental ticket sales have you had this year? That is, tickets not sold through traditional advertising techniques. This is another word for filling up those empty seats. We are not discussing product because you have no control over product—and a movie will get X attendance without any smart youth promotions and X PLUS attendance with smart youth promotions. The PLUS is what you're looking for—since you can't rely on the product itself. Obviously the better the product the more attendance, but even so, that ratio of X PLUS is what you're interested in.

There have probably been many major research projects that have been suggested to the Theatre Owners of America and to the producers and these have, in all probability, answered many questions for you.

However, what I am going to do is to suggest that the theatre owners become less involved and interested in large involved research projects for one-time information which might be out of date a year or two later—and, instead, suggest you research very carefully, various promotions, plans, advertising approaches to young people that will give you that X PLUS instead of X for any given feature.

This is an entirely different kind of approach.

Everyone knows that better facts mean better sales. What I suggest is a trade relations program—a program that will be working for the good of the industry as a whole.

Together and cooperatively you can agree to sponsor an institute—a fact-gathering and dispensing operation, which could not only pay off in increased sales at the box office, but return handsome dividends in good will and industry prestige.

This would be a non-profit organization whose financial appropriations would come from all of you in the form of membership to the institute and the pooling of your budgets for research.

Aspects of all promotions can be tested out through research as to what kind of additional incremental audience is achieved by the use of said promotion versus the lack of promotion.

To sight a specific example, we have the Formfit Institute which has been in existence for 17 years. They work on the basis of evaluating individual promotions and techniques for the profit of the retailers. They don't profess to have all the answers at any given time—but rather, have a continuous carefully worked out program that constantly improves sales and profits.

Let's get back to movie attendance now. Teenagers are your biggest audience today—they go to the theatre three times a month. If they went once a week that could mean 22 million additional ticket sales per month to the theatre owners. That's a nice and very achievable goal.

Perhaps you might think it foolish for a major research organization like ours not to talk about large scale assignments. However, we feel that things change continuously and a youth market institute studying each component promotion which would be made available to everyone based on actual results at the box office would be far more important

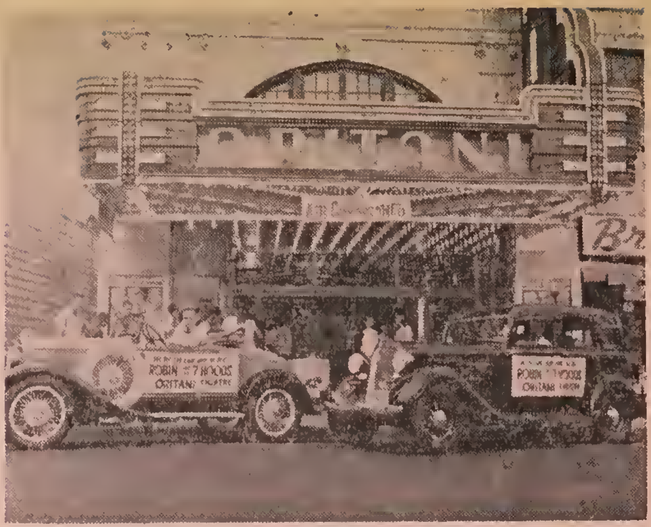
(*Continued on page* EX620)

THE EXHIBITOR'S EXPLOITATION EFFORTS

MURRAY SPECTOR, manager, Stanley Warner Oritani, Hackensack, N. J., in his campaign on Warners' "Robin and The 7 Hoods" swung into action three weeks prior to playdate. Firstly, he took advantage of the teaser trailer and ran it for this length of time. In addition the film was plugged with playdates on his announcement answering service for the same advance period. A tie-in was made with M. H. Lumston 5 and 10 cent store whereby an entire window facing Main Street was utilized in setting up an attractive display of books which was incorporated with a colorful 30x40 sign supported with 11x14 photos, theatre and playdate. Another window was obtained from Woolworth's 5 and 10 cent store in the nature of an album display. Here too, the window faced Main Street. Getting away from Hackensack, an attractive window was set up at the Sam Goody Music Store at the Garden State Plaza Shopping Center, where there is always a concentration of thousands of shoppers. Here, too, the window consisted of a colorful 30x40 sign with 11x14 photos and albums and other accessories to attract attention. In the Paramus Post, a weekly, a coloring contest was run and received plenty of editorial space and mention. The line-cut to be colored measured four columns wide by five inches in depth. For street ballyhoo, a tie-in was made with the Plymouth Four Cylinder Antique Owners Club. They participated by driving through Hackensack and neighboring towns with oil-cloth banners on both sides of each car reading, "We're On Our Way To The Oritani Theatre To See "Robin and The 7 Hoods." This stunt was executed on opening day. In the lobby a 40x60 frame with 11x14 photos tied in with the Sam Goody Music Store in Paramus. In addition, a novel gimmick was created which created oodles of laughter from the patrons. An empty frame was centered at the doorman's ticket box with a sign at the base of the frame reading, "I've been framed by Robin and The 7 Hoods."

HARRY GAINES, manager, Trans-Texas' Hollywood, Ft. Worth, Texas, concentrated on things pink in exploiting United Artists' "The Pink Panther." In advance of playdate he gave pink doughnuts, pink cherry cakes, "Pink Panther" record albums, and "Pink Panther" books to the hostess of WBAP-TV's "Dateline," and the amusement editors of both newspapers. Three days before opening he hired a model, tinted her hair pink, dressed her in a pink bikini and she appeared on the TV show, which is televised in color. He also gave out "Pink Panther" dolls and bottles of pink champagne to the TV station and newspapers. Record stores and other window displays were obtained; teaser trailers were shown four weeks in advance; and the "Pink Panther" record was played during intermission and at the beginning and end of each show. Two sneak previews were held and resulted in much favorable word of mouth advertising.

DONALD BONSTEIN, manager, Senate, Harrisburg, Pa., recently latched on to the big "Downtown Harrisburg Sidewalk Sale" of local merchants on a Saturday morning which was heralded by full page ads in the newspapers. Featured were free bus rides to and from downtown; free choo choo train rides for kiddies all around the downtown streets; Jingles, the Clown, who gave free balloons to the children; Keystone cops, who directed traffic and helped people find values in bargains; costumed clerks; Oompa, Oompa Bands parading and playing the songs of yesteryear; and an appearance of the Penn-Harris Chapter of Sweet Adelines, woman's barbershop chorus in costumes of the gay 90's, etc. The Senate joined the celebration and got in on the co-op advertising by featuring 25 cents admission to children; and 50 cents admission for adults, all day.



A local antique car club, The Plymouth Four Cylinder owners, Cooperated recently with Murray Spector, manager, SW Oritani, Hackensack, N. J., in a street bally for Warners' "Robin and The 7 Hoods."

HAMLET
JET TO LONDON BY BOAC
BRITISH FORTNIGHT

An advertisement for "Hamlet" on the London double decker bus brought to Cincinnati, Ohio, for the "British Fortnight" at Pogue's department store, aided in creating the desire to see the film which played RKO's Albee, Grand, and International '70.

Exhibs' Institute

(*Continued from page* EX-619)

in finding out who goes to the movies and who doesn't—because we know young people, if they don't go to the movies—can go.

"Your theatres are open every day and because you are open every day you want to fill every seat at every showing—otherwise it is profit out of your pockets."

LOOK FOR *EXPLOITATION* EVERY OTHER WEEK IN MOTION PICTURE EXHIBITOR

Model hired by Harry Gaines, manager, Trans-Texas' Hollywood, Ft. Worth, Texas, to exploit United Artists' "The Pink Panther", has her hair tinted pink by a hair stylist as she wears a pink bikini and holds a "Pink Panther" doll.

For Theatre-

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FORMS

AND

SYSTEMS

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COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street. Nashville 8, Tennessee.

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INDOOR THEATRE FOR LEASE. Modern, fully equipped 800 seat theatre in downtown Canton, Ohio, a prosperous city of 160,000. Low cost operation and maintenance. Excellent location and long-established operation. Write: MILLS & MILLS, 917 First National Bank Building, Canton, Ohio 44702.

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INTERESTED PURCHASING small theatres located West Virginia or Kentucky. Opened or closed. Also drive-in theatres operating full or part time. Give location and other facts, size, etc. BOX 275, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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COMPLETE BOOTH EQUIPMENT. Peerless Magnarc, RCA 90-30's, Altec speakers. Best offer over $1800. Write BOX 276, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

EXPERIENCED, ALL-AROUND man available. Understands show biz A to Z. Heavy on technical know-how. **BOX A107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MOTION PICTURE OPERATOR: Lifetime experience, age 42, unmarried, go anywhere. **GEORGE N. MANOS, 241 S. 9th St., Phila., Pa. 19107. (107)**

TOP THEATRE MAN. All phases. Capable of handling group of theatres. Now employed. Highest references. Available in November. Prefer N. Y. C. and vicinity. **BOX B930, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, licensed on all MM film. 20 years experience. Promotion minded. Booker. Also laboratory film technician. Live in N. Y. C. Would prefer Florida or California with right party only. **BOX C930, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONISTS: Non-union men seeking permanent year-round employment with progressive Philadelphia area circuit. Good pay, paid vacation and best working conditions. **BOX 389, Doylestown, Pa. (930)**

POSITION WANTED as projectionist. 10 years experience. Sober, reliable. Presently employed small theatre. Desire change to larger theatre or circuit. Go anywhere in upper Midwest. **BOX A923, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19111.**

PROJECTIONIST wants job in Ohio or Kentucky. 35 years experience. **BOX B107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PUBLICITY, ADVERTISING and exploitation man. Ten years experience major theatres. Will not work for peanuts, but will pay for self through results. **BOX C107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED THEATRE MANAGER available. Prefer indoor or artie situation in N. Y. C. or Florida. Call N. Y. C. TR 6-6544 or write **BOX D107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: MANAGER for New England prestige first-run theatre. Must be strong on newspaper advertising and publicity. Salary commensurate with ability; excellent advancement opportunities. Write in confidence. **BOX E107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

RELOCATING to Los Angeles mid-November. Experienced female f/c bookkeeper and office manager for medium sized chain indoor theatres. Well versed all phases film industry. Excellent references. **BOX F107, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED THEATRE MANAGER AVAILABLE. 20 years experience in all phases theatre operation including concession. Presently employed. Can furnish best of references. California preferred. **BOX A916, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

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317 N. Broad St., Phila., Pa. 19107

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☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

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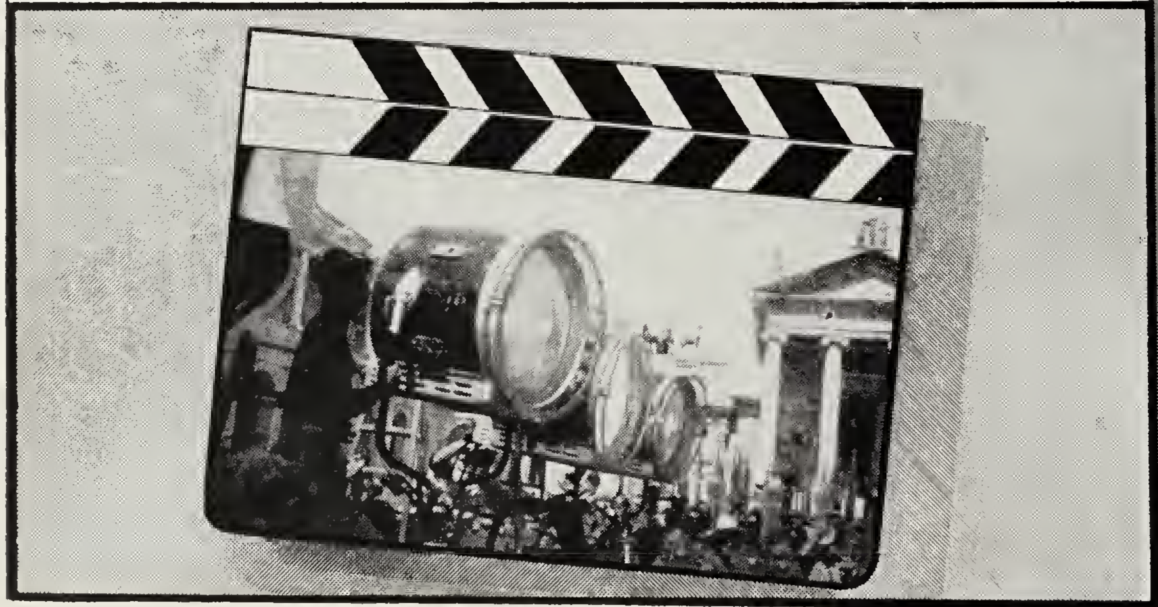
317 N. Broad St., Phila., Pa. 19107

THE MOVIES...
THE MOVIE MAKERS...
And YOU Mr. EXHIBITOR, are this year's ... STARS

Holiday Greetings
FROM THE
WONDERFUL WORLD
OF MOVIES!



NARRATION

From the studios of Glamorous
Hollywood
On locations throughout the world
Wherever the Miracle of the Motion
Picture
Is creating its wondrous entertainment
The men and women who make movies
The stars and the extras
The producers and directors
The artists and technicians
Pause at this Joyous Season
To join the Management and Staff of
this theatre
In extenting to you
Our patrons
The happiest of Holiday Greetings.

BETTER THAN EVER AND LOWER IN PRICE!

NATIONAL SCREEN SERVICE
1600 BROADWAY, NEW YORK, N.Y. 10019

NATIONAL SCREEN'S
UNFORGETTABLE U-N-D-A-T-E-D
Season's Greetings
TRAILER

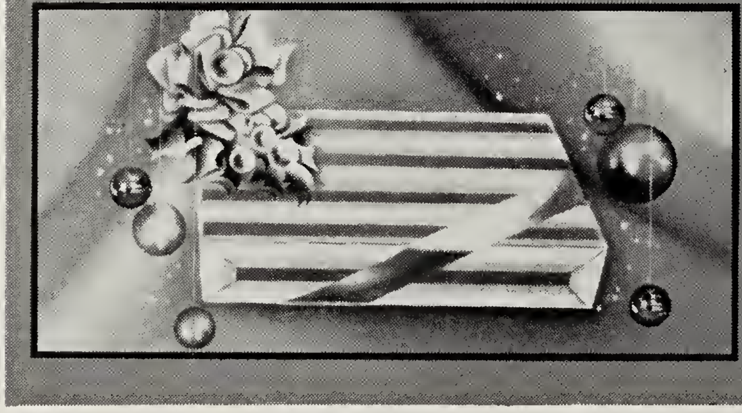
FROM THE WONDERFUL WORLD OF MOVIES . . . FROM YOUR THEATRE . . . FROM *ALL* THE ENTERTAINMENT-MAKERS OF THE INDUSTRY. PACKED WITH ACTION-SCENES OF MOVIES BEING PRODUCED ALL OVER THE WORLD!

Undated . . . so you can use it year after year . . . and for EXTRA Economy it's priced FAR below last year's Seasons Greetings Trailer.

Order it in Color or Black and White! Order the regular or the extended version, that provides a Header for Money-Making Merchant Ads.

De Luxe COLOR	HT-64-1A	$12.45
With MERCHANT GREETINGS	HT-64-2A	$14.95
BLACK & WHITE	HT-64-1B	$8.75
With MERCHANT GREETINGS	HT-64-2B	$11.25

SELL MERCHANT ADS FOR EXTRA PROFITS



This is your
HOLIDAY
GREETING
MERCHANT AD
BACKGROUND

Also available in
CINEMOTION
Black & White only

MOTION PICTURE

EXHIBITOR

OCTOBER 14, 1964 Volume 72 Number 13

IN TWO SECTIONS • THIS IS SECTION ONE

Allied Tempers Work With Play

(See Page 6)

Physical Theatre— Extra Profits Dept.

Leo Jaffe, executive vice-president of Columbia Pictures, was inducted as a Fellow of Brandeis University before a celebrity-studded audience of 700 attending a dinner in his honor. (Story on page 15)

MGM'S NEW CALENDAR OF HITS . . . see page 7

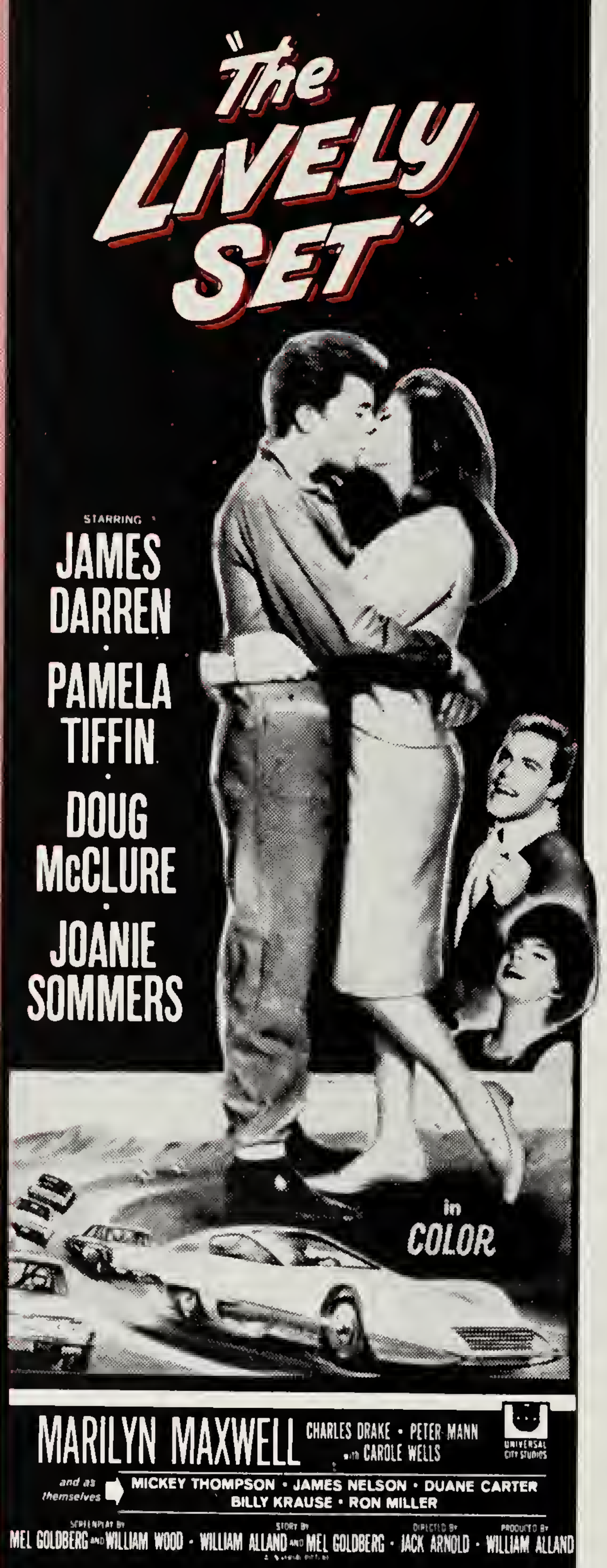
Mr. Exhibitor!

WIN A NEW 1965 CAR

LIVE IT UP! WITH YOUR CAMPAIGN ON

"The LIVELY SET"

YOU MAY WIN ONE OF THESE FOUR GREAT 1965 CHRYSLER MOTORS CORPORATION CARS!


"The LIVELY SET"
STARRING
JAMES DARREN
PAMELA TIFFIN
DOUG McCLURE
JOANIE SOMMERS
in COLOR
MARILYN MAXWELL
CHARLES DRAKE · PETER MANN
with CAROLE WELLS
UNIVERSAL CITY STUDIOS
and as themselves
MICKEY THOMPSON · JAMES NELSON · DUANE CARTER
BILLY KRAUSE · RON MILLER
SCREENPLAY BY MEL GOLDBERG AND WILLIAM WOOD · STORY BY WILLIAM ALLAND AND MEL GOLDBERG · DIRECTED BY JACK ARNOLD · PRODUCED BY WILLIAM ALLAND

PLYMOUTH
Sport Fury
2 door hardtop
Prize for Group 1

DODGE *Coronet*
"500" Convertible
Prize for Group 2

DODGE *Coronet*
2 door hardtop
Prize for Group 3

PLYMOUTH
Belvedere Satellite
2 door hardtop
Prize for Group 4

Universal Pictures an the Chrysler Motors Corporation have entered into a colossal joint promotional campaign in conjunction with "T Lively Set" openings throughout the count This tie-in is based on the Chrysler Motors Corporation's Turbin Car which is featured in the film.

This extensive and all encompassing tie-in includes a special competition for EXHIBITORS based on the best campaign for the "Lively Set," a campaign in which the tie-up with your local Chrysler-Plymouth-Dodge dealer should play a prominent role.

The competition is open to all exhibitors throughout the countr who have played "The Lively Set." In order to make the competition fair to all, the country has been divided into four categories based on the population of cities. Full details of this "Lively Set"-Chrysler Motors Corporation Exhibitor contest are outlined in a special four page supplement now being prepared and which will be combined with Chrysler's own 8-page brochure on the tie-in. WRITE FOR YOUR COPY NOW TO:

EXPLOITATION
DEPT., UNIVERSAL
PICTURES ·
445 PARK AVENUE ·
NEW YORK CITY

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

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MOTION PICTURE
EXHIBITOR
Plus...
SHOWMEN'S TRADE REVIEW

Volume 72 • No. 13 OCTOBER 14, 1964 OUR 46th YEAR

THE PUBLIC NEEDS A WATCHDOG

It took this country's drive-ins a long time to get rid of the "passion pit" reputation given them in their early years and rise to a respected position in communities all across the land. They became larger, better equipped, and in many instances prime centers of family entertainment.

This advance was a good thing for the motion picture industry and for the communities involved. However, the fast buck is still mighty attractive to some people, and certain exhibitors are not immune to the disease.

A great deal of contention has been prevalent in and out of the industry over the practice of certain drive-ins that show three, four, or even five features on a single program. It is the feeling of many that this is a dangerous practice and one that is bound to hurt the entire motion picture industry.

We have been fortunate enough to have the experience of operating three fine drive-in theatres over a 10-year period. This gave us the experience and the facts on which to base our opinions. We tried to persuade numerous drive-in operators of our acquaintance to abandon these dusk-to-dawn fiascos.

Unfortunately, there are always the holdouts who seem to have little regard for the effects, particularly on young people, of such an operation. Their hunger for profit at any price results in all drive-in operators becoming objects of fear and scorn to much of the public.

No one can tell us that these shows do not attract some of the most undesirable moviegoing element. This is not a clientele that is coming out to see the attractions. They are simply attending because it gives them a chance to spend many hours alone with their dates in a generally unsupervised environment.

Recently, the New Orleans Clarion Herald, a constructive and well-respected Catholic publication, editorialized on the subject, voicing a concern that is shared by much of the community at large. The headline read, *"Drive-ins are for sleeping?"* First, the editorial makes the point that much of the drive-in audience is composed of teen-agers.

It continues, *"Another interesting phenomenon is the disappearance act which drive-in patrons stage almost as soon as the car is parked and the speaker affixed to the door. Maybe the movie is too frightening to watch. . .*

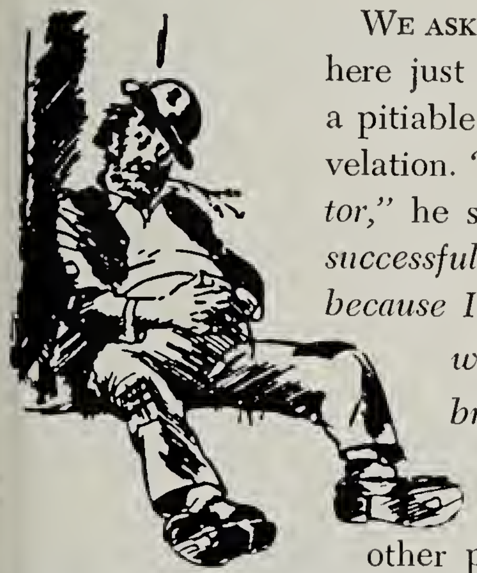
"In any case, Jefferson authorities are aware of these strange happenings. They have directed the parish attorney's office to draw up an ordinance requiring drive-in theatres to furnish patrols to check automobiles parked in the theatre.

"Reports on these patrols should make for interesting, if not tragic, reading."

As an outspoken publication devoted to the interests of the motion picture industry, we wish we could say that this newspaper's views were wrong and its concern unjustified. We can not. Until all exhibitors face up to the responsibilities that are rightfully theirs, the public has every right to demand a watchdog.

Drive-ins are an important part of the motion picture industry. They should also be a respected part of the industry. An ounce of prevention is worth a pound of cure.

PHILOSOPHY OF THE HIGH BIDDER



We asked the poor little fellow pictured here just what had reduced him to such a pitiable state, and his answer was a revelation. *"I used to be a successful exhibitor,"* he said. *"At least I thought I was successful. You see, I won every picture because I was always the high bidder. I won so many pictures that I went broke."*

We commiserated with him and asked if he had any other pearls of wisdom to share with other worried industryites. Following are some of his more pertinent statements:

"Buying film today is like walking a tightrope. It baffles, frustrates, and infuriates.

"No paradise awaits theatre owners who agree to extend playing times, especially on pictures they haven't seen, and 70-60-50 per cent terms.

"Remember, Mr. Distributor, how the mighty have fallen in the past. Samson killed a lion with his bare hands and a thousand men with a jawbone of an ass. Then he lost his heart and his hair to Delilah. Napoleon bathed his head in cologne before a battle, but it didn't help him at Waterloo. Jacob wrestled with an angel all night and got no better than a draw. Atlas defied Zeus, King of Gods, and spent all eternity with the weight of the world on his shoulders.

"The present film shortage and seller's market gives rise to distributors saying, 'Let's be reasonable, Mr. Theatreman, Let's do it my way.'

"Tell me, how come practically ever distributor always knew what I was paying the other fellow for film?"

And our philosophic little bum closed with this touching message to exhibitors:

"Love thine enemy—it'll drive him crazy."

With that, he went back to chewing on his straw and thinking on the golden days and the wonders of what might have been. The parade had passed him by, and he was left with little besides a sense of humor.

Come to think of it, though, that's quite a lot.

EXHIBITOR LAUREL AWARDS

1964

Universal takes pride in congratulating the 1964 Laurel Award Winners who are to be seen in . . . or engaged in the production of . . . Universal releases

THE ENTERTAINMENT CENTER OF THE WORLD
UNIVERSAL CITY STUDIOS

NN-MARGRET ✯ LESLIE CARON

EAN CONNERY ✯ TONY CURTIS

OBBY DARIN ✯ DORIS DAY*

ANDRA DEE ✯ PETER FONDA

RLENE FRANCIS ✯ JAMES GARNER

ARY GRANT** ✯ 'TIPPI' HEDREN

UDREY HEPBURN ✯ CHARLTON HESTON

LFRED HITCHCOCK ✯ ROCK HUDSON

ERVYN LEROY ✯ BETHEL LESLIE

ENRY MANCINI and JOHNNY MERCER

AYLEY MILLS ✯ MAUREEN O'HARA

REGORY PECK ✯ MARIA PERSCHY

LKE SOMMER ✯ JAMES STEWART

ICK VAN DYKE ✯

*Honored as #1 Female Star **Honored as #1 Male Star

Allied Tempers Work With Play

Convention Agenda Gives Delegates To Detroit Everything From "Bunnies" To U. S. Congresswoman

DETROIT—From National Allied headquarters comes additional news of programming for the 35th annual convention to be staged here at the Sheraton-Cadillac Hotel Oct. 19-22.

At the first business session in the English Room at 2:00 p.m. Oct. 19, a panel of experts will moderate conversations and open discussion by exhibitors.

On the agenda to be discussed in depth are financing shopping center theatres; new opportunities in population shifts; plight of the small theatre; changing distribution patterns; product availability and performance; sales policies and trade practices; Unfair 16mm competition; and community antenna systems.

Conducting the discussions will be Jack Clark, Chicago; Roy Metcalf, Cedar Rapids, Ia.; Sidney J. Cohen, Buffalo; Ray Vonderhaar, Alexandria; Minn.; Ken Prickett, Columbus, O.; Irving Dollinger, New York; Edward E. Johnson, Milwaukee; Marshall H. Fine, Cleveland; Robert C. Spodick, New Haven; Abe Berenson, New Orleans; Wilbur Snaper, New York; George Stern, Pittsburgh; and Albert Aaron, Charleston, W. Va. Chairing and coordinating will be Ben Marcus, Milwaukee.

That evening, advance registrants will be handed a Playboy Club Celebrity Key which they can use at the Penthouse of the new Playboy Club here. The key will unlock a filet mignon dinner, coffee, a drink, and a vista of cotton-tailed Bunnies.

At the same time, two Hospitality Suites will be open: National Screen Service in the Boulevard Room, and the Carbon Products Division of Union Carbide Corporation (National Projector Carbons) in the Presidential Suite.

The second business session, billed as "The State of the Industry," will feature speeches on various phases of theatre operation and related activities.

Vonda Kay Van Dyke, Miss America, will make her appearance at the Pepsi Cola booths in the exhibit hall the afternoon of Oct. 21, according to Edward C. Finneran, theatre sales manager for Pepsi.

That evening, she will also appear at the Pepsi night club party which the refreshment concern will host at the Elmwood Casino, Windsor, Canada. A cavalcade of chartered buses will transport over a thousand theatremen and their wives to Canada where they will dine and watch an elaborate floor show starring Phil Silvers.

A name just added to the roster of speakers for the closing Allied Awards Banquet in the Grand Ball Room Oct. 22 is that of U. S. Congresswoman Martha W. Griffiths, who is a member of the House Committee on Ways and Means and the important Joint Economic Committee of the Congress of United States, composed of both Senators and Representatives. Senators Paul Douglas and Jacob Javitz are on the committee.

Congresswoman Griffiths is best known for her speeches during the Civil Rights debate and the resultant legislation giving equal rights to women.

A capsule musical revue titled "Ticket Stubs 1965" has been produced for the Convention and will be presented during the merchandising session on Thursday afternoon, Oct. 22.

"This miniature musical will have all of the elements of a Broadway production," announced convention director Milton H. London, "including cast, costumes, scenery, songs, and music. Composed of skits, spoofs, and selling tips, the presentation is a most delightful and entertaining means of getting across the ideas which enable theatremen to skyrocket their boxoffice grosses."

"Ticket Stubs 1965" was commissioned and specially produced for National Allied. It was written and directed by John Franklin and

(*Continued on page* 21)

Redstone Accepts Invite To Address Allied Meet

Newly elected TOA president Sumner Redstone announced in Chicago that he had accepted an invitation to address the Allied States convention in Detroit on Oct. 19-22.

His acceptance is regarded as another step in the move for one national exhibitor association, a view which is supported by the theme of his address.

Levine To "Lord Jim" Unit

LEVINE

NEW YORK—Jerry K. Levine has been named by Columbia Pictures to join the special advertising publicity unit for Richard Brooks' "Lord Jim," it was announced by Richard Kahn, Columbia's national coordinator of advertising, publicity, and exploitation. In the new post, Levine will coordinate all advertising, publicity, and merchandising activities for the Columbia release.

Prior to accepting the "Lord Jim" post, which goes into effect immediately, Levine served as advertising manager of Paramount Pictures. Before working at Paramount, Levine's industry posts included service as an account executive for the Loew Theatres account at Donahue and Coe Advertising Agency.

"Lord Jim," based upon Joseph Conrad's adventure classic, will have its world premiere in February at the Odeon Leicester Square, London.

IMPORTANT!

A complete listing of programs on the Allied-TESMA agenda will be found in the PHYSICAL THEATRE section of this issue. Also listed in this special pre-convention coverage are supply dealer and equipment manufacturers exhibiting at the trade show, registration and travel information, products theatremen will want to see, and a guide to the trade show area.

Sell On Ability To Pay, NCA Asks Distrib Chiefs

MINNEAPOLIS—Reminding presidents of major film companies that "the motion picture industry is a cooperative venture between production-distribution and exhibition," Ray Vonderhaar, president of North Central Allied Independent Theatre Owners, Inc., asked that sales policies be revised in favor of ability-to-pay terms for the small town exhibitor.

The request took the form of a letter addressed to Columbia Pictures Corp., Paramount Film Distributing Corp., Warner Brothers Pictures Distributing Corp., Metro-Goldwyn-Mayer, Inc., Universal Pictures Co., Inc., United Artists Corp., and 20th-Fox Film Corp., as authorized by the NCA board of directors recently.

"Current and continuing insistence upon 50 and 60 per cent rentals for top pictures shown in small communities operates, we believe, in opposition to our mutual good," Vonderhaar explained. Pointing out that this poses a serious problem for the small exhibitor, the NCA president continued:

"Trapped in the squeeze between rising operating costs and the necessity of obtaining top pictures to attract and hold theatre patronage, he finds the policy tantamount to slow strangulation, eventually bringing him to business oblivion."

Vonderharr listed as small operations theatres "grossing an average of under a thousand dollars a week" and which he classified as "totally unable to handle percentage terms in the range currently being quoted.

"We feel that it would be more humane and intelligent, and would create better business and better public relations for both exhibitors and distributors if these operations were able to buy all pictures at ability-to-pay terms," Vonderhaar said.

"It seems only appropriate that today, a time when film companies are enjoying one of the most prosperous periods in their history, very serious consideration be given to the alteration of current sales policies in favor of the above suggestion. For if you insist on continuing this extortion policy, we can only conclude that there is a premeditated plan on the part of your company to drive the small exhibitors out of business. Consequently, the theatre owner will obviously have to request the courts and the Congress for assistance in this matter."

Para. Ups Pennington

NEW YORK—Ward Pennington has been appointed a regional sales manager of Paramount Film Distributing Corporation, it was announced by general sales manager Charles Boasberg.

Pennington will be responsible for the Los Angeles, San Francisco, and Denver exchange territories.

Pennington has been Paramount's branch manager in Los Angeles since April, 1963. He was previously San Francisco branch manager, and was earlier branch manager in Denver and Milwaukee.

MGM
40TH
ANNIVERSARY

MGM's 40TH ANNIVERSARY

SEPTEMBER-1964

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6	7	8	9	10	11	12
13	14	15	16	17	18	19
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27	28	29	30			

Three sensational summer hits that will continue to rack up box-office records all autumn-long:

HOW THE WEST WAS WON

THE UNSINKABLE MOLLY BROWN

THE NIGHT OF THE IGUANA

In release in September—and going great guns:

M-G-M's BIG PARADE OF COMEDY

QUO VADIS

METRO-GOLDWYN-MAYER
presents
A SEVEN ARTS
Production

KIM NOVAK
LAURENCE HARVEY

in W. Somerset Maugham's

OF HUMAN BONDAGE

co-starring
ROBERT MORLEY • SIDBHAN McKENNA • RDGER LIVESEY • JACK HEDLEY
Screen Play by BRYAN FORBES • Directed by KEN HUGHES • Produced by JAMES WOOLF

OCTOBER-1964

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**TH
YOUN
LOVER**

starring
PETER FONDA • SHARON HUGUENY • NICK ADAMS • DEBORA WALLE
Screen Play by GEDRGE GARRETT • Music by SOL KAPLAN • Produced and Directed b SAMUEL GOLDWYN, J

METRO-GOLDWYN-MAYER presents

JANE FONDA • ALAIN DELON • LOLA ALBRIGHT

in RENE CLEMENT'S

JOY HOUSE

Based on the novel "Joy House" by DAY KEENE
Screen adapatation by
RENE CLEMENT • PASCAL JARDIN • CHARLES WILLIAMS
A JACQUES BAR Production • in Franscope

METRO-GOLDWYN-MAYER presents
A MARTIN RITT Production
Starring
PAUL NEWMAN
LAURENCE HARVEY
CLAIRE BLOOM
EDWARD G. ROBINSON

THE OUTRAGE

co-starring
WILLIAM SHATNER • HOWARD DA SILVA • ALBERT SALMI
Screen Play by MICHAEL KANIN • Directed by MARTIN RITT • Produced by A. RONALD LUBIN
In Panavision®

NOVEMBER-1964

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METRO-GOLDWYN-MAYER presents
MARTIN RANSOHOFF'S Production starring
JAMES GARNER • JULIE ANDREWS • MELVYN DOUGLAS

THE AMERICANIZATION OF EMILY

co-starring
JAMES COBURN • JOYCE GRENFELL • and KEENAN WYNN
Screen Play by PADDY CHAYEFSKY
Based on the Novel by WILLIAM BRADFDRD HUIE • Directed by ARTHUR HILLER
A Filmways Picture

METRO-GOLDWYN-MAYER presents
MARGARET RUTHERFORD
in

"MURDER AHOY"

co-starring
LIONEL JEFFRIES • STRINGER DAVIS
Produced by LAWRENCE P. BACHMANN
Directed by GEORGE POLLOCK
Screen Play by DAVID PURSALL and JACK SEDDON

MGM's 40TH ANNIVERSARY

DECEMBER-1964

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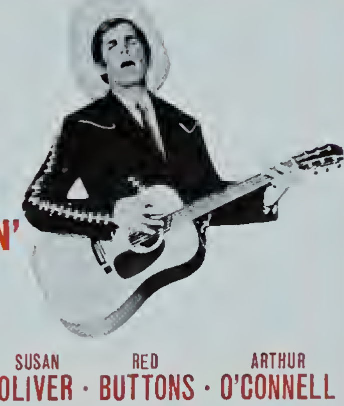
METRO-
GOLDWYN-
MAYER
presents

YOUR CHEATIN' HEART



Starring
GEORGE HAMILTON • SUSAN OLIVER • RED BUTTONS • ARTHUR O'CONNELL
Written by STANFORD WHITMORE • Directed by GENE NELSON • Produced by SAM KATZMAN • A Four Leaf Production • In Panavision®

METRO-
GOLDWYN-
MAYER
presents
A SAM
KATZMAN
Production

THE SWINGIN' SET

co-starring MARY ANN MOBLEY • JOAN O'BRIEN
NANCY SINATRA • CHRIS NOEL • CHAD EVERETT
and guest stars THE DAVE CLARK FIVE and THE ANIMALS
Written by ROBERT E. KENT • Directed by SIDNEY MILLER • A Four Leaf Production
MetroCOLOR

MGM's 40TH ANNIVERSARY

JANUARY-1965

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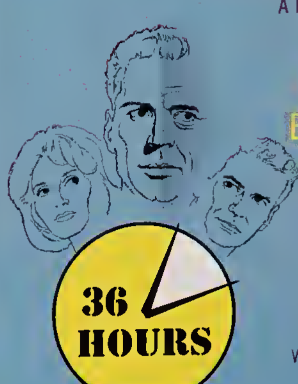
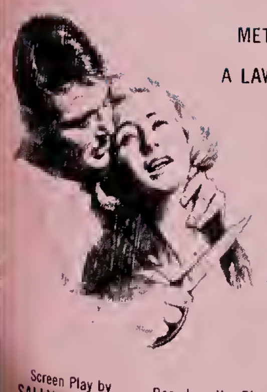
Metro-Goldwyn-Mayer present
A PERLBERG-SEATO
Productio
Starrin
JAMES GARN
EVA MARIE SAIN
ROD TAYLO
wit
WERNER PETER
Screen Play b
GEORGE SEATO
Directed b
GEORGE SEATO
Produced b
WILLIAM PERLBER
in Panavisio





METRO-GOLDWYN-MAYER
presents
A LAWRENCE WEINGARTEN
Production

SIGNPOST TO MURDER

starring
JOANNE WOODWARD
STUART WHITMAN
co-starring
EDWARD MULHARE
Screen Play by SALLY BENSON • Based on the Play by MONTE DOYLE • Directed by GEORGE ENGLUND
In Panavision®

METRO-GOLDWYN-MAYER presents

QUICK, BEFORE IT MELTS

Starring
GEORGE MAHARIS
ROBERT MORSE
co-starring
JAMES GREGORY
Introducing
ANJANETTE COMER
Screen Play by
DALE WASSERMAN
Based on Novel by PHILIP BENJAMIN • Directed by DELBERT MANN
Produced by
DOUGLAS LAURENCE and DELBERT MANN
In Panavision® and MetroCOLOR

FEBRUARY-1965

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METRO-
GOLDWYN-
MAYER
presents

GLENN FORD · HENRY FONDA

THE ROUNDERS

co-starring

SUE ANE LANGDON • HOPE HOLIDAY • and CHILL WILLS

with EDGAR BUCHANAN • Screen Play by BURT KENNEDY • Directed by BURT KENNEDY • Produced by RICHARD E. LYONS

in Panavision® and MetroCOLOR

METRO-
GOLDWYN-
MAYER
presents
A MARTIN
RANSOHOFF
Production

THE LOVED ONE

Starring

ROBERT MORSE • JONATHAN WINTERS • ANJANETTE COMER

with special guest appearances by JOHN GIELGUD • RUTH GORDON • RODDY McDOWELL • ROBERT MORLEY • and ROD STEIGER

Screen Play by TERRY SOUTHERN and CHRISTOPHER ISHERWOOD • Based on the Novel by EVELYN WAUGH

Directed by TONY RICHARDSON • Produced by JOHN CALLEY and HASKELL WEXLER

A Filmways Picture

MGM's 40TH ANNIVERSARY

MARCH-1965

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METRO-GOLDWYN-MAYER
presents
A JOE PASTERNAK
Production
starring

ELVIS PRESLEY in GIRL HAPPY

co-starring

SHELLEY FABARES

GARY CROSBY • NITA TALBOT • JOBY BAKER • MARY ANN MOBLEY • HAROLD J. STONE • CHRIS NOEL

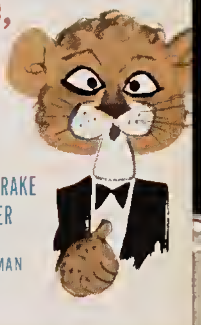
Written by HARVEY BULLOCK and R. S. ALLEN

Directed by BORIS SAGAL • A Euterpe Picture

In Panavision® and MetroCOLOR

METRO-GOLDWYN-MAYER
presents
An IVAN TORS Production

Clarence, the Cross-eyed Lion



starring

MARSHALL THOMPSON • BETSY DRAKE

RICHARD HAYDEN • CHERYL MILLER

Screen Play by ALAN CAILLOU

Associate Producer LEONARD KAUFMAN

Directed by ANDREW MARTON

MetroCOLOR

MGM's 40TH ANNIVERSARY

APRIL-1965

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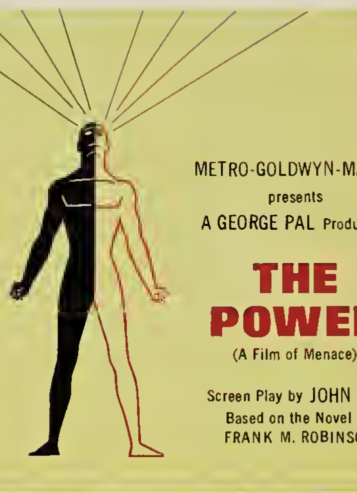

METRO-GOLDWYN-MAYER
presents
A GEORGE PAL Production

THE POWER

(A Film of Menace)

Screen Play by JOHN GAY
Based on the Novel by
FRANK M. ROBINSON

METRO-
GOLDWYN-
MAYER
presents

ROD TAYLOR
in A JOHN FORD Film

YOUNG CASSIDY

co-starring

JULIE CHRISTIE • EDITH EVANS • SIAN PHILLIPS • MICHAEL REDGRAVE • FLORA ROBSON

and MAGGIE SMITH

with JACKIE MacGOWRAN • PHILIP O'FLYNN • I. P. McKENNA • Screen Play by JOHN WHITING • Based on "Mirror In My House" by SEAN O'CASEY

Produced by ROBERT D. GRAFF and ROBERT EMMETT GINNA

Directed by JACK CARDIFF and JOHN FORD

A Sextant Films Ltd. Production in COLOR

METRO-GOLDWYN-MAYER presents
A CARLO PONTI Production

OPERATION CROSSBOW

starring SOPHIA LOREN · GEORGE PEPPARD
TREVOR HOWARD · JOHN MILLS

with RICHARD JOHNSON • SYLVIA SYMS • RICHARD TODD • JOHN FRAZER

Written by DOUGLAS HOME • Directed by MICHAEL ANDERSEN

MAY-1965

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METRO-GOLDWYN-MAYER
presents

RICHARD CHAMBERLAIN
YVETTE MIMIEUX
in

JOY IN THE MORNING

co-starring

ARTHUR KENNEDY • OSCAR HOMOLKA

Screen Play by
SALLY BENSON, ALFRED HAYES and NORMAN LESSING

Based on the Novel by BETTY SMITH • Directed by ALEX SEGAL

Produced by HENRY T. WEINSTEIN • In MetroCOLOR

MGM's 40TH ANNIVERSARY

METRO-GOLDWYN-MAYER presents

TIKO AND THE SHARK

with
MARLENE AMONG • AL KAUWE • ROAU

Directed by FOLCO QUILICI • Produced by GOFFREDO LOMBARDO

A Titanus-Metro film in Eastman COLOR

JUNE-1965

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METRO-GOLDWYN-MAYER presents
An IVAN TORS Production

ZEBRA IN THE KITCHEN

Starring
JAY NORTH
MARTIN MILNER
ANDY DEVINE

Screen Play by ART ARTHUR • Directed by IVAN TORS

in MetroCOLOR

METRO-
GOLDWYN-
MAYER
presents
A MARTIN
RANSOHOFF
Production
starring

ELIZABETH TAYLOR · RICHARD BURTON
EVA MARIE SAINT in

FLIGHT OF THE SANDPIPER (Tent.)

Directed by VINCENTE MINNELLI

A Filmways Picture • in MetroCOLOR

METRO-GOLDWYN-MAYER presents
An ANATOLE DE GRUNWALD Production
Starring

INGRID BERGMAN • REX HARRISON
SHIRLEY MacLAINE • GEORGE C. SCOTT
JEANNE MOREAU • OMAR SHARIF
and ALAIN DELON

in THE YELLOW ROLLS-ROYCE

co-starring

ART CARNEY • EDMUND PURDOM • JOYCE GRENFELL

Screen Play by TERENCE RATTIGAN • Directed by ANTHONY ASQUITH

In Panavision® and COLOR

JULY-1965

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MGM's 40TH ANNIVERSARY

MGM's 40TH ANNIVERSARY

METRO-GOLDWYN-MAYER presents
A MARTIN RANSOHOFF Production

SPENCER TRACY · STEVE McQUEEN
KARL MALDEN
in

THE CINCINNATI KID

Directed by SAM PECKINPAH

A Filmways Picture

AUGUST-1965

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Never before in our 40 year history has M-G-M faced the future with such a sure-fire lineup of prime motion pictures.

On the pages of this calendar, you will preview some of the 60-plus productions now on the books at M-G-M. Many pictures are completed and waiting release. Others are being edited or in production. Still others are now in the final stages of preparation. And all of them add up to a banner box-office year for exhibitors everywhere.

MGM
40 TH
ANNIVERSARY

1924 TO 1964

WE'RE CELEBRATING 40 YEARS OF LEADERSHIP. AND WE'RE CELEBRATING THE BEST WAY WE KNOW HOW: WITH A ROUND-THE-CALENDAR ANNIVERSARY PROGRAM OF OUTSTANDING MOTION PICTURES.

MGM
40 TH
ANNIVERSARY

ITOO's Prickett Urges 16mm Code of Ethics

COLUMBUS, O.—National industry organizations should set up a code of ethics to control competition between college film showings and nearby theatres, said Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, in a bulletin to Ohio exhibitors.

Prickett said competition caused by 25-cent showings of late features at the 2,700-seat Memorial Auditorium at Ohio University, Athens, is "just plain murder" for two Athens indoor houses and a drive-in. Affected theatres are the Varsity and Athena and Valley Drive-In.

Ohio University showings are held four nights weekly, including Friday and Saturday. Current bokings include films from Warner Brothers, United Artists, Universal, 20th-Fox, American International, and Columbia. Releases include films first shown from 1958 to 1963.

Prickett said he was told by 20th-Fox's Joe Sugar that "our branches are alerted whenever possible to make sure weekend time is avoided as well as areas that are in competition with theatres." James Velde, UA, said, "We do not distribute 16mm films and have no definite policy regarding sales of 35 mm features to colleges." Morey Goldstein, WB, said his company's revenue from Ohio University showings was so great that it outranked the "small accounts" which "paid them practically nothing" in the Athens area. He said WB is "most interested" in continuing to book features on the Ohio campus.

"There certainly is fertile ground here for an attempt to develop some ethics in our industry," said Prickett. "We hope that national industry organizations will be able to iron out some of these problems."

Cinema Lodge Anniversary

NEW YORK—Samuel Rinzler has been named honorary chairman; Seymour Poe, chairman; and Emanuel Frisch, co-chairman of the 25th anniversary luncheon of New York's Cinema Lodge of B'nai B'rith to be held on Tuesday, Dec. 1 at the Hotel Americana, it was announced by Leonard Rubin, president of the Lodge.

Jaffe Inducted As Brandeis Fellow As 700 Attend Gala National Dinner

Leo Jaffe, center, executive vice-president, Columbia Pictures, was named a Fellow of Brandeis University at a recent National Dinner of the Entertainment Industry tendered by the University at New York's Americana Hotel. Dr. Abram L. Sachar, left, president, made the presentation, as chairman and toastmaster of the dinner Joan Crawford looked on.

NEW YORK—More than 700 top business, civic, industrial, and entertainment personalities filled the Georgian Room at New York's Hotel Americana to capacity to participate in the induction of Columbia Pictures executive vice-president Leo Jaffe as a Fellow of Brandeis University.

The assemblage attending the national dinner of the entertainment industry heard plaudits for Jaffe delivered by Dr. Abram L. Sachar, president of Brandeis University; Barney Balaban, chairman of the board of Paramount Pictures; producer-director-writer Dore Schary; and Miss Joan Crawford, who was general chairman of the event and last night served as toastmaster.

In his speech to the dinner guests, Balaban commended Jaffe for his deep "concern for his fellow man."

Said Balaban: "He has applied the same devotion and enthusiasm to everything he has approached . . . I know of no one I hold in higher regard and who is more deserving of this fine tribute by Brandeis."

In accepting the honor from Dr. Sachar, Jaffe declared: "When I heard about the exciting Theatre for the Living Arts Program, I felt that I could make a concrete contribution, for here was a program that ultimately will be of benefit to our industry.

"We all know the problem we have of infusing new blood into the arteries of the entertainment media—and the difficulty of finding creative, talented young men and women who are equipped with the training and background we need to properly adapt them to the many facets of our work," Jaffe declared.

The dinner, tendered by Brandeis and sponsored by 102 notables including Mayor Wagner and U. S. Senators Javits and Keating, provided the opportunity for the university to express its appreciation to Jaffe for the leadership and support he is giving to the development at Brandeis of one of the finest entertainment arts schools in the country. The Brandeis motion picture and theatre arts program is currently being built around the Nate B. Spingold and Frances Spingold Theatre Arts Center currently under construction at the university's campus at Waltham, Mass.

Seated on the dais were Barney Balaban, Ina Balin, Herbert Barnet, Samuel Bronston, James Carreras, Paddy Chayevsky, Alexander H. Cohen, Sidney S. Cohn, Joan Crawford, Simon L. Fabian, Emanuel Frisch, Dorothy Gish, Lillian Gish, Gila Golan, Leonard H. Goldenson, Abel Green, Joseph Harris, Ralph Hetzel, Jerry Hyams, Eliot Hyman, Hon. Louis J. Lefkowitz, Joseph E. Levine, Msgr. Thomas F. Little, Harry Mandel, Rabbi Moshay Mann, Morton Metzger, Arnold Picker, Walter Reade, Jr., Samuel Rinzler, Burt Robbins, Chester Roth, Dr. Abram L. Sachar, Dore Schary, Hon. Arthur H. Schwartz, Sol Schwartz, Ben Sklar, Spyros P. Skouras, Sam Spiegel, Frances Spingold, David Susskind, Lawrence A. Tisch, George Weltner, and Shelley Winters.

Two Cinerama Execs Resign

NEW YORK—Everett C. Callow, international director of advertising and publicity of Cinerama, Inc., has resigned. Sidney Cooper, domestic sales manager for Cinerama, Inc., also announced his resignation.

Col. In Youth Hunt

HOLLYWOOD — Mike Frankovich announced today that Katherine Walsh, 17-year-old blonde beauty from Covington, Ky., and Duke Hobbie, 22-year-old veteran of the U. S. Army paratroops, are the first actors to be signed by Columbia Pictures in its recently announced campaign to discover and develop new acting talent.

Finneran Salutes Lewis

NEW YORK—Ed Finneran, director of theatre sales for the Pepsi Cola Company, will serve as beverage chairman of the AGVA Salute to Jerry Lewis, "Sunday Night At The Winter Garden," according to Joey Adams, president of the American Guild of Variety Artists and chairman of the evening's festivities.

The tribute to Lewis is for the benefit of the AGVA Youth Fund.

Delegates and their wives are onlookers as hula dancers perform at Hawaiian-themed Pepsi Party at recent Theatre Owners and Concessionaires convention in Chicago.

San Francisco's "Baby" Grows Up; Bud Levin Launches 8th Festival

By MARK GIBBONS
San Francisco Bureau

LEVIN

SAN FRANCISCO—A movie exhibitor's dream and determination to project his beloved native city into a cinema showcase for the world comes full cycle tonight (Oct. 14) when the Coronet curtain goes up on the eighth annual San Francisco International Film Festival. Bud Levin with his wild-flowering moustache will gulp a bellyache pill—in eight years he was a natural to cultivate an ulcer—and then Bud will start worrying about movies yet to be made around the world as potential candidates for next year's Festival.

On paper, this year's Festival entries appear imposing. Eighteen feature films from 17 countries. Russia and Czechoslovakia each have two, while the U. S. and Canada are co-producers of the same competing film. The other nations represented are Italy, Denmark, Hungary, Israel, Hong Kong, Spain, Japan, West Germany, Poland, Yugoslavia, Mexico, Holland, and France.

Even if all this Festival's foreign films should smell to high Heaven like a councilman's socks, which is highly improbable, Irving M. Levin will have had it made. In less than a decade, he has plodded the byways of the world over and over again from Montevideo to Moscow in quest of entries. He has fought and whipped all manner of opposition at home and abroad and in Hollywood to put San Francisco on even status with Cannes, Venice, and Berlin. He has had only a fraction of the elaborate capital available to other festivals. Compare, for instance, the $150,000 the New York festival enjoys from Lincoln Center against the $10,600 allotted Levin this year by the city of San Francisco, which is supposed to be and gets publicity credit for "sponsoring" the non-profit project as a tourist lure. Consider Hollywood's continued indifference year after year by not sending a delegation of stars and industry big wheels to the fete in its own back yard. But with or without solid cash support from his own city and in spite of Hollywood's snub, Bud Levin's baby is growing up.

The baby was conceived in 1956 when Bud Levin, encouraged by Italian Consul General Pierre Luigi Alvera here, put on a five-day festival of Italian films at the Alexandria. It didn't figure the Italian colony in San Francisco had enough members to cause SRO signs being posted at the 1600-seat Alexandria for five nights, but that is exactly what happened. The paesanos and non-Italo movie devotees literally mobbed the joint. One of the pictures screened was "La Strada," which went on later to set a boxoffice record all over the U. S. This gave Bud his idea. If San Francisco could enthuse to that extent over an all-Italian week of movies, why not offer an international festival? In 1957, he launched the first annual San Francisco International Film Festival at the Metro—and now look at that lusty baby in 1964!

Mrs. Joseph E. Levine recently presented Vittorio Gassman with a ticket to the benefit premiere of Embassy-Paramount's "Where Love Has Gone" for the Lita Motley Cancer Foundation, Nov. 1 at Loew's Cinerama Theatre, New York. Gassman is starring in Embassy's "Let's Talk About Women" at the Festival Theatre.

When the Coronet curtain goes up tonight, there may not be a scintillating bevy of beauties from Hollywood in the audience, although there just could be because Hollywood eternally is unpredictable. But California Governor Pat Brown and San Francisco Mayor Jack Shelly and U. S. Senator Pierre Salinger, all with political axes to grind, are just about sure bets. As for Hollywood's representation, Bud Levin will take comfort in the pledged appearances of president Arthur Freed, secretary Margaret Herrick, and eight members of the board of the Academy of Motion Picture Arts and Sciences. Plus Sidney Solow, president of Consolidated Laboratories; veteran Hollywood director Eddie Dmytryck, who has never missed a San Francisco Festival since it was born; and Saul Bass.

Levin has added to and at the same time streamlined his Festival since 1957. This year, for instance, there are 368 entries in the 16mm competition, and this includes 65 entries from foreign countries. The 16mm competition is divided into two categories—Film as Communication and Film as Art. This important FAC and FAA festival segment is being kept apart from the feature film showing at the Coronet. Over the period of Oct. 14, 15, 16, and 17, the entries will be screened and judged in the Jack Tar Hotel, which also happens to be the hostelry housing Festival headquarters and the global delegations here for the annual big show. In addition to the Jack Tar 16mm screenings, which are open to the public, there will be daily seminars with the panel discussions being moderated by topflight west coast movie critics. Judges of the two 16mm divisions are Arthur Knight, curator of the Hollywood Museum and film critic for the Saturday Review; Clifford Leake, vice-president of Wilding, Inc., makers of commercial and industrial films; Colin Edwards, Berkeley film maker; Imogene Cunningham and Jean Varda, internationally noted artists; and Mark Schorer, University of California profesor, critic, and novelist, and biographer of the late Sinclair Lewis. At the 16mm awards banquet at the Jack Tar, the principal speaker will be William E.Warne, state director of water resources for California, who is recognized as organizing governmental film programs in Brazil and Iran.

While it is a far cry from Bud Levin's first Festival in 1957, it is intriguing to note what subsequently happened to some of the films he projected up through the years of the competition. In 1957, India's "Pather Panchali" was the best film, and best director award went to its mentor, Satyajit Ray. The folowing year, Hungary's "House Under The Rocks" was adjudged best film, but again India's Ray copped the best director gonfalon for "Aparajito." These two Ray films from India, together with "Apu," formed a trilogy that still is playing and fattening boxoffices all over the world.

In 1959, Italy's Roberto Rossellini ran roughshod over all competitors with a quickie he and Vittorio De Sica had put together in such a hurry there wasn't time to have the English subtitles fabricated for the Festival opening. This was "Il Generale Della Rovere,"

(*Continued on page* 22)

Film Bombs At Boxoffice, So Sack Lets 'em In Free

BOSTON—In an unprecendented action in the history of film exhibition in Boston, Ben Sack, president of Sack Theatres, operating five deluxe houses in the city, threw open the doors of his Gary Theatre to the public free to see "Los Tarantos."

"This is a picture," Sack said, "that received terrific critical acclaim in Boston and New York, but bombed at the boxoffice, making it the worst picture financially I have ever played."

Advertisements to the public in all Boston newspapers said: "Despite some of the finest reviews with which a motion picture has been acclaimed in New York and Boston, the public has failed to respond to this magnificent motion picture. So, we are throwing up our hands and throwing open our doors so that you the public may see for yourselves that 76 motion picture critics writing for national publications and major city newspapers can't all be wrong. We ask only as a condition for admission, that you tell your friends and relatives about your reaction to 'Los Tarantos" after you have seen it."

"Los Tarantos," Sack said, "was opened on Thursday, Sept. 24, and took in $132 at the box office despite some of the greatest reviews we have ever had for a picture in our houses." He continued, "It will gross the paltry sum of $2,200 for the week, and, of course, we are throwing it out. The cost of the operation of the theatre for the week was $5,000. The two column, 50-line advertisement was headed: "For the first time ever in Boston, the management of the Gary Theatre invites you to be its guest. Free admission, Monday and Tuesday, Oct. 5 and 6 at any performance." On Wednesday and Thursday (7-8) admission was charged.

The unprecedented experiment resulted in attendance of 1,100 on Monday and 2,119 on Tuesday.

However, the non-paying audience were not all happy. One asked that he be given the admission price of $1.80, usually charged, in payment for his time. "We are right back where we started," theatre officials said. "The two free days didnt help to pick up the picture at all. There was practically no business at the boxoffice on Wednesday, Oct. 7."

"Los Tarantos" was dropped on Friday and "Four Days In November" was opened.

fill your theatre

with NATIONAL SCREEN'S

Christmas and New Year

DISPLAYS

MORE SHOWMANSHIP... MORE LIFE... MORE COLOR THAN EVER BEFORE!

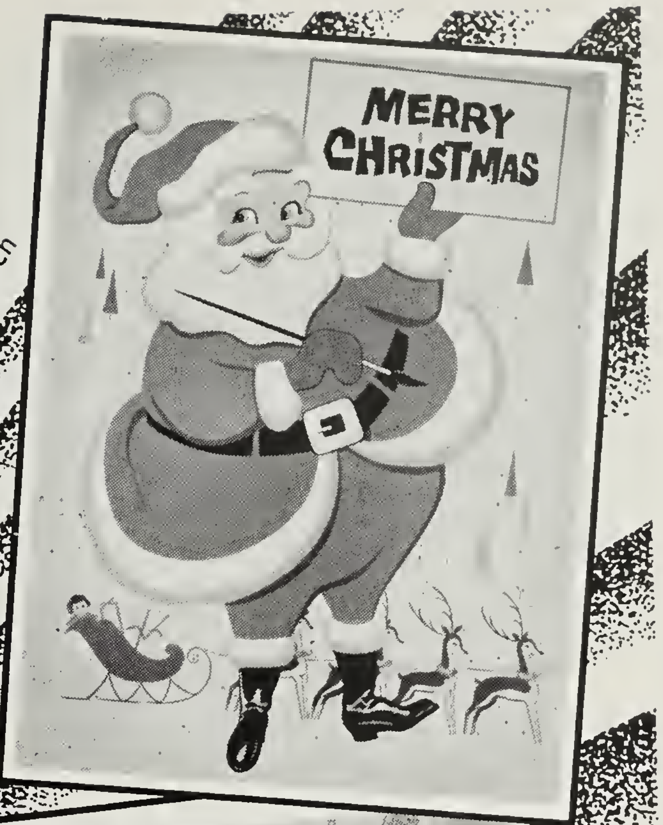
in 9 Radiant Colors

and for the first time

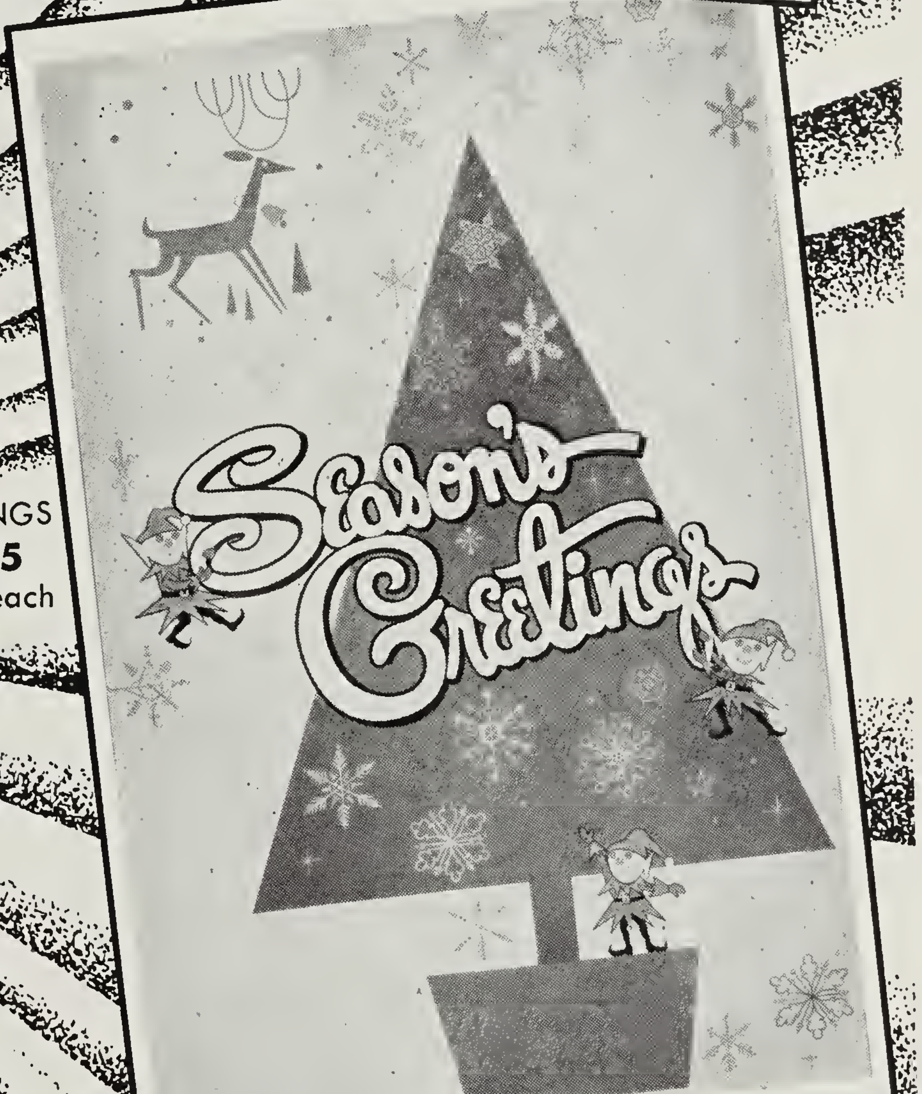
U-N-D-A-T-E-D

Magnificent Posters of Unbelievable beauty! Eye-catching... eye-appealing... here's Showmanship as Modern, as Fresh, as Traditional as Holiday cheer! Each is an artistic triumph . . . as life-like as hand-painted originals! They express your Greetings for the Holiday with Warmth and Sincerity... and this year they're UNDATED so their beauty and usefulness can be saved for years to come! Standard sizes to fit your wall and lobby frames — silk-screened on heavy rollboard.

ORDER TODAY!



30" x 40" MERRY XMAS . . . HD-64-1 $\$2^{75}$ each



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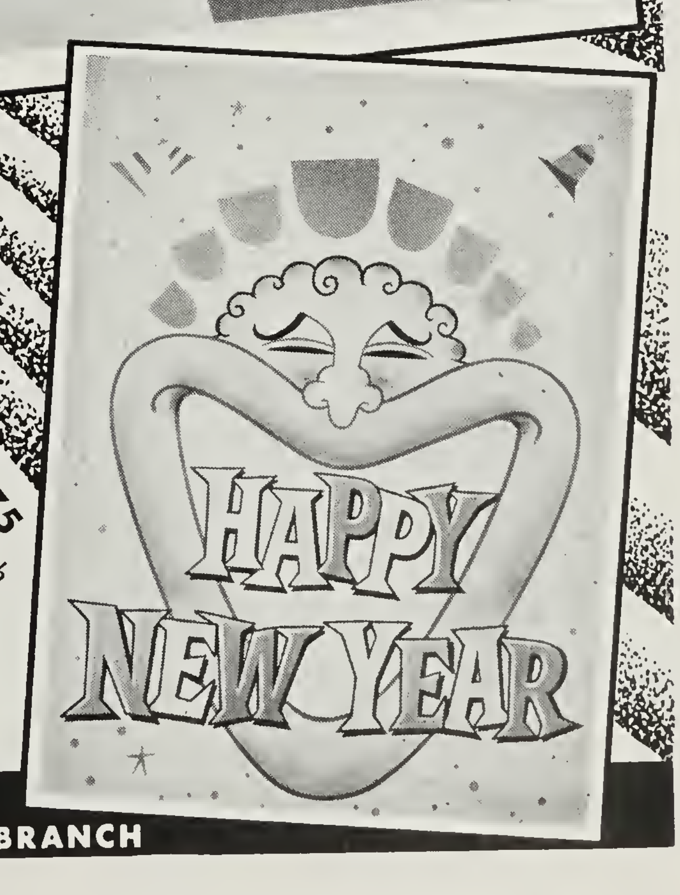

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CHEYENNE
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The road-marker that will be placed along the six-state route of the Cheyenne Autumn Trail, which was proclaimed by federal, state, and local officials in Amrican Landmarks Week celebration recently in Cheyenne, Wyo., in connection with the world premiere of Warners' "Cheyenne Autumn," is displayed by star Carroll Baker with the help of fellow star James Stewart, Chief Wonderlegs, and the Governor of Oklahoma. On the right is a scene of the parade through the town of Cheyenne.

The NEW YORK Scene

By Mel Konecoff

CARROLL BAKER SAID IT—JOHN FORD IS A GREAT DIRECTOR, AND ANY time he wants me for a part in one of his pictures, I'll accept it—sex image or no. She liked being designated the new sex symbol in movies, and she'll do considerable research for her upcoming "Harlow" part. She paid tribute to the overall assistance and guidance provided by husband Jack Garfein.

Mike Mazurki said it—For a change I get to play the part of a good guy, and to play for John Ford in the type of role that heretofore went to Ward Bond or Victor McLaglen. Mazurki made 124 pictures over 20 years and has gone back frequently in between to wrestling to keep in shape so that he could be knocked down by stars. Which is easier, wrestling or movies? Movies win hands down, he said.

Ricardo Montalban said it—I dreamed of some day working with John Ford, and it finally came true. He knows what he wants and makes his actors feel secure in front of the cameras. It was a wonderful experience. Montalban has worked all over the world in films but still thinks Hollywood is the most professional and most pleasant place in which to work. The part of the "heavy" is much more fun than are the sympathetic roles, he has found.

Pat Wayne said it—John Ford is my godfather and a terribly interesting person to be around. Wayne had greater praise, though, for Richard Widmark, who was of tremendous help to him in his latest picture. Going into acting was his own idea and trying to follow in his father's footsteps is quite a job, he admitted. Even though he's appeared in pictures before, he has taken up the study of acting seriously. While it's a help to have a famous father, which opens many doors, you need talent to get up there and stay there. Acting is not as glamorous as is generally believed, he warned other youngsters, and incidentally, father Wayne is among his severest critics.

Karl Malden said it—Any picture made by Ford is a good picture, and he thought both Ford and Elia Kazan were great directors. He had an opinion as regards foreign film festivals, or rather all the money that is spent on partying at these. This should be used instead to invite a top film craftsman from each country to discuss industry ways, means, and problems. He has found something to do in between pictures—teach acting at colleges that request him to do so for three week periods each. He feels someone should help newcomers, and he's willing to do it whenever it will fit in with his schedule and only for expenses, living on the campus. Does he want to direct? Well, after 20 years of acting, it's a bit hard to give it up. He would direct if an appealing property came along. He has stayed away from tv since 1952 and will hold out as long as possible.

James Stewart said it—When you work for John Ford, you do as you're told. (Malden opined that Gary Cooper was everything good about the industry and he thought Stewart has taken on that mantle). This veteran was still not bored with western roles, but he likes a variety of parts. He had hopes someday of touring in "Harvey" with Margaret Rutherford in Britain and Australia. Today's actors don't have too much of a chance to learn to be good actors because Hollywood has a limited training ground. The only way to learn to act is to act, and the chances are few today for these people. He doesn't want to get into the production end because he doesn't want to hire or fire people. Directing is too demanding, so he'll stick to acting.

All of the aforementioned took place at a press conference conducted by Warners vice-president Richard Lederer at a broken-down historical ruin known as Fort Laramie, where a few hundred press people from all over the world, government officials, state electees, etc., gathered as part of the four-day celebration surrounding the press premiere of "Cheyenne Autumn," which features all the above stars plus many more.

It all started when the guests arrived in Denver, Wyo., from where they were transported on a special Technicolor-sponsored train to Cheyenne amidst a spirit of gaiety and fun. At an evening bonfire, members of the Cheyenne Tribes inducted Stewart and Baker with appropriate ceremonies, while the other actors received certificates of recognition and appreciation, as did Warners' Marty Weiser.

The next day, more tv filmed conferences, shopping, and a good-sized parade took place with stars, buffalos, cows on wagons, bands, etc., which in turn was followed by

(*Continued on page* 24)

Para. Sets Sales Meets In Boston, Dallas, L.A.

NEW YORK—Paramount Pictures' most ambitious production and release program in the company's history will be the focus of national sales meetings held by Paramount Film Distributing Corporation in Boston, Dallas, and Los Angeles starting today (Oct. 14), it was announced by Charles Boasberg, general sales manager.

Similar to the international sales meetings held recently in Paris, the U. S. and Canadian meetings will spotlight over 50 forthcoming releases that are included in the widely-augmented schedule being pursued by the company under the direction of its new president, George Weltner.

The Boston meetings will be held at the Sheraton Plaza Hotel. Dallas sessions are set for Oct. 19 and 20 at the Holiday Inn Central. Meetings in Los Angeles on Oct. 22 and 23 will be at the Continental Hotel.

Joining Boasberg in the direction of the meetings will be Tom Bridge, assistant general sales manager; Mario Ghio, assistant to Bridge; Herb Gillis, national sales director for special productions and U. S. and Canadian captain of "The President's Sales Drive"; Martin Schank, manager of branch operations; Jack Perley, manager, playdate department; Ben Shectman, manager, contract department.

Participating in the Boston meetings will be Hugh Owen, eastern sales manager; John More, regional sales manager, and the following branch managers: Myron Sattler, New York; Ted Krassner, Washington; Dan Houlihan, Buffalo; William Meier, Cincinnati; Harold Henderson, Cleveland; Henry Germaine, New Haven; Don Hicks, Philadelphia; and Pete DeFazio, Pittsburgh. Also attending from New York will be Howard Rochlin, print department manager; Joseph Moscaret, manager, non-theatrical department; and Nat Stern, New York branch sales manager.

Attending the Dallas meetings will be Ed DeBerry, southern sales manager; W. Gordon Bradley, regional sales manager, Atlanta; and the following branch managers: Bernard Brager, Dallas; William Holliday, Charlotte; Fred Mathis, Jacksonville; Wayland Lillard, Memphis; William Briant, New Orleans Harry Hamburg, Kansas City; and Harry Haas, St. Louis. Also attending will be Jerry Haile, Dallas assistant branch manager, and E. C. Elder, Dallas sales manager.

The Los Angeles meetings will be attended by Al Taylor, western sales manager; Mickey Stevenson, Canadian general manager; Ward Pennington, regional sales manager, Los Angeles; Dick Frank, regional sales manager, Chicago; and the following branch managers: Henry Haustein, San Francisco; John Kent, Seattle; Vern Fletcher, Denver; J. Harry Swonson, Salt Lake City; Charles Caligiuri, Des Moines; Tom Duane, Detroit; Howard Ross, Milwaukee; Paul Rice, Indianapolis; and Forrie Myers, Minneapolis.

Awards Dinner Posts Set

NEW YORK—Julian Bass, vice-president of West, Weir and Bartel, has accepted the chairmanship for advertising agencies for the International Film Awards Dinner, according to Walter Reade, Jr., dinner chairman.

Paul Sanders, vice-president of Titra Dubbing Company, will serve as dubbing chairman for the dinner which will be held on Jan. 19, 1965, in the Imperial Ballroom of the Hotel Americana.

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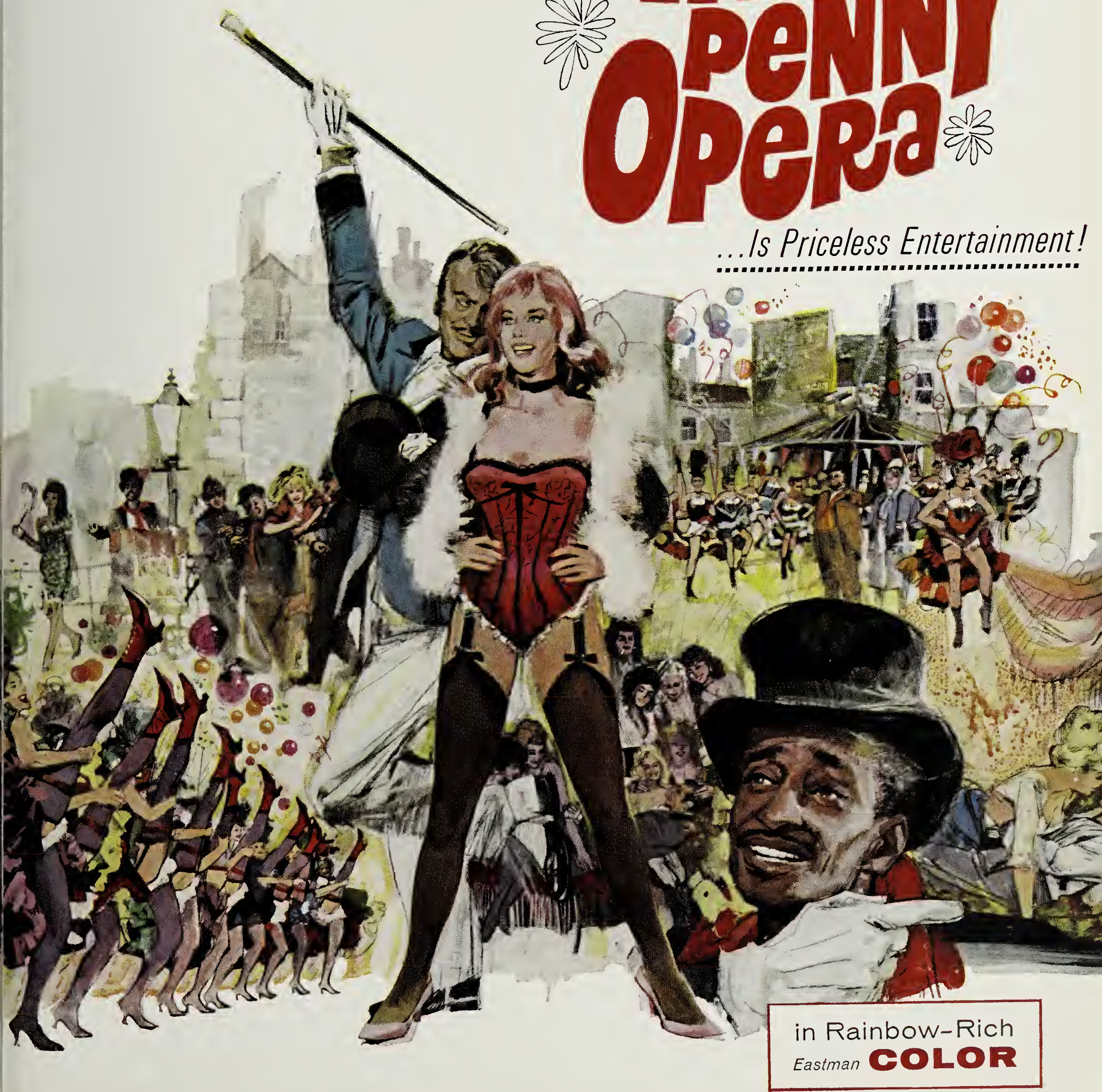

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STV Seen "Dying Duck" As Calif. Ballot Nears

SAN FRANCISCO—Subscription Television, Inc., is a "dying duck" in these parts, in the opinion of the city fathers who, for a brief time feared the closed circuit telecasting of Giant home baseball games would imperil attendance at Candlestick Park and thus reach into the city government coffers. Plans to file a breach of contract suit against the Giants, for whom the city built the $15 million Candlestick Stadium, have been put aside until at least after the start of 1965 major league baseball next April.

"If pay-tv here isn't already a dead duck, it surely is a dying one," a spokesman for the city government told MOTION PICTURE EXHIBITOR. "We are now convinced that the poor attendance in the closing weeks of the baseball gams at Candlestick was the result of the Giants collapse as pennant contenders rather than pay-tv carrying the games into a bare 2,000 homes, which are all that STV could line up as subscribers after months of door-to-door canvassing."

Meanwhile, there is every indication that Proposition 15 on the Nov. 3 ballot, which would outlaw pay-tv of any kind in California, will carry by a huge majority. Polls made here and in Los Angeles, where about 4,000 STV sets are installed, indicate that 65 to 70 per cent of the registered voters questioned will vote "Yes" on Proposition 15 next month.

A check with STV headquarters here revealed the firm is operating on a skeleton crew and the only salesmen still trying to drum up subscribers are those working strictly on a commission basis. Also as an indication that the firm anticipates defeat at the polls in three weeks time is the announcement by president Sylvester "Pat" Weaver that plans are already under way to shift operations to another state if Proposition 15 carries on Nov. 3.

ALLIED—*(Continued)*

Matt Michaels, and produced by Solomon-Sayles Advertising.

Another feature of this most unusual, productive, and professional merchandising session will be the creative management clinic to be conducted by two nationally recognized authorities on marketing motivation—Fred Klemp and Dr. G. Herbert True. This will be a hard-hitting, laugh-provoking, fact-finding, entertaining two-hour presentation which will detail and dramatize the new management and selling techniques that assure profits and success.

Leslie Caron, Weingarten Named Top Star, Producer

Leslie Caron has been chosen by Allied States Association of Motion Picture Exhibitors as "Star of the Year," it was announced by Jack Armstrong, president of the organization.

Miss Caron will be presented the sterling silver Star of the Year Award as the highlight of the banquet which will climax the organization's 35th annual convention.

Lawrence Weingarten, producer of MGM's "The Unsinkable Molly Brown" and for 37 years one of Hollywood's most distinguished producers, will receive the coveted Producer of the Year Award from the nation's theatre owners.

AIP Brightens Exhib Conventions; Concentrates On "Turn To Youth"

CHICAGO—Continuing expansion of American International's "turn to youth" policy via more pictures geared to the 15 to 25-year-old age groups; continuing introduction of "new face" stars and enlarged personal appearance tours; plus utilization of a new "think tank" to keep abreast of audience needs were pledged by AIP executives James H. Nicholson and Samuel Z. Arkoff.

As principal speakers before American International's luncheon for 900 delegates to the Theatre Owners of America convention at the Hilton Hotel, Nicholson and Arkoff revealed the new plans for intensification of their company's emphasis on product for the 15 to 25 age group which comprises 70 per cent of today's movie-going audience.

Special feature of the luncheon was a "Starburst of Youth for the World's Young at Heart" presentation—special musical skit starring AIP personalities Vincent Price, Frankie Avalon, Annette Funicello, Susan Hart, Donna Loren, Bobbi Shaw, and Cheryl Sweeten, with Don Rickles as master of ceremonies.

Nicholson, in his talk to the TOA luncheon guests, said, "We feel that the exhibitor should be as hopped up, as enthusiastic and as active as we are in putting every ounce of showmanship into the promotion of a picture.

"We feel, also, that the exhibitor has an obligation to join in the making of a star," and he asked theatre owners to herald the appearance of a new star on their marquees and to work to bring old and new fans to boxoffices.

The AIP president said that the exciting young actors and actresses signed by the company will be used in a continuing series of pictures geared to the 15 to 25-year-old age bracket and they will also be used as "Hollywood super salesmen" in p.a. tours.

Arkoff, AIP executive vice-president, revealed a motion picture innovation put into use by his company this year which was borrowed from General Electric Corporation and the United States Government — the "think tank."

While AIP's "think tank" is on a smaller scale than the original, it keeps the principle of using top idea "thinkers" and brainpower all through the country to determine the likely conditions and needs of tomorrow's world for the motion picture industry, he stated.

"Our 'think tank,'" Arkoff revealed, "is peopled with men whose ideas and progressiveness we respect in the area of long-range deep thinking on broad and varied subjects.

"Further, they are buttressed with this company's belief that a development program must be well balanced and that every corporation should analyze such things as future distribution costs, potential new marketing outlets, and the value of product to the consumer," Arkoff said.

The AIP executive pointed to the company's newly announced "Golden Dozen" program of monthly top features set for 1965 release as an example of "think tank" recommendations. These 12 AIP releases all represent top production values, all-star casting, and top-grade exploitation to fit in with the nation's expanding and prosperous economy, and are designed to provide "golden days" at theatre boxoffices, he said.

Another feature of the AIP luncheon, at which Oscar Brotman, local Chicago exhibitor, acted as master of ceremonies, was the presentation of a product reel showing scenes from three major upcoming productions: the teenage musical comedy "Pajama Party," the terror thriller "The House at the End of the World," and the science fiction special-effects spectacular "Atragon," all in scope and color.

TOA delegates at the affair also received a special full-color brochure on "Pajama Party," a special AIP-TOA edition of the Chicago American daily newspaper, and AIP's "News Clips" magazine. Also given out by nine Playboy Club "Bunny" hostesses were special "Pajama Party" kits containing instructions and ingredients for "setting up your own pajama party." Exhibitors also received special prizes of gift packs of Barricini candies.

Also representing American International at the affair were executives Leon P. Blender, vice-president in charge of distribution; David J. Melamed, vice-president, finance; Milton I. Moritz, national ad-pub director; Jack Zide, AIP distributor for Detroit; Jerry Sandy, Washington, D. C.; George Waldman, New York; Meyer Stern, Omaha; and AIP branch managers Don Grierson, Dallas; Ed Gavin, Milwaukee; Sam Seplowin, Chicago; and Tom Goodman, Indianapolis.

Paramount Golden Gate Begins New Golden Era

HOLLYWOOD—Symbolizing a new golden era in the motion picture industry, the Paramount Studio gate, one of Hollywood's most famous symbols of color and glamour, was officially reopened by Howard W. Koch, production and studio head of Paramount Pictures, and glamorous Carroll Baker. With a brand new makeup job of glittering gold, the gate was given the finishing touches by Miss Baker.

Using a large gold key and matching lock, Koch unlocked the massive gate while a battery of reporters, photographers, and tv newscasters recorded the event. The ceremony was attended by many producers and directors who are currently headquartered at Paramount.

The huge Paramount gate, located at Marathon and Bronson, was closed in 1962. Its opening marks the rebirth of Hollywood and the currently booming activities of Paramount Pictures, one of the oldest of the major motion picture companies.

One of the world's most publicised portals, it became recognized by movie fans the world over as the "magic door to the world of Hollywood make-believe." For several decades, the famed gate was lined day and night by eager movie fans hoping to get a quick glance at their favorite movie star. Thousands of aspiring hopefuls each year made pilgrimages to the gate to be "discovered," with many of them using artful dodges to crash the gate to stardom.

LONDON Observations

By Jock MacGregor

THE LATEST ATTACK ON FILM FESTIVALS COMES IN THE OPINION FORMING Sunday Times under a "Festivals in Jeopardy" headline. Deputy critic Derek Prouse, who has served on festival juries, alleges what has long been whispered behind the scenes—that in some pressures are used to influence, if not force, awards. These are reportedly boxoffice aids in some countries. The inter-Communist bloc rivalry is described as "quite ludicrous." Even within juries, the East European members have appealed for votes in order to avoid personal trouble if their country fails to win a prize. Prouse suggests some festival organizers accede to "clumsy blackmail," as most are dependent on the town's authorities for support. If an important country does not participate with a large delegation and top stars, the loss of international prestige and publicity and income to hoteliers, shopkeepers, etc, is important. The sooner the ever increasing number of festivals are seen in their true perspective, and it is recognized that for important producers the greatest value lies in those where it is possible to meet buyers from many markets without travelling hundreds of time-absorbing miles, the better.

DISNEY'S TWO CYRILS, EDGAR AND JAMES, TOOK THE LEICESTER SQUARE Theatre for a black tie and mink promotional preview of "Mary Poppins," and followed it with a champagne supper. The idea was to interest manufacturers in tieups, disc jockeys, and singers, to say nothing of the top film men before the Princess Margaret preme in aid of children's charities on Dec. 17. The spontaneous applause punctuating the screening must have delighted Card Walker and Ned Clarke, who had flown in for the occasion. I had been sold by the extract at the exhibitors' summer convention, but feared I might have seen all the best bits. I had not! It is long since I was so completely enchanted by a movie. Thank you, Walt Disney.

THE LORDS TAVERN WAS THE UNUSUAL VENUE FOR THE NAT COHEN-Stuart Levy party to launch "Darling . . .," which Jo Janni is producing for Anglo Amalgamated. The reason—the unit was on location at this hallowed cricket ground. I gather, however, this bitter story of an amoral model who "takes a deep breath of the sweet smell of success—and omits to exhale" is hardly cricket, to borrow a cliche. With such a title, one might expect Tallulah Bankhead, whose every other exclamation it is, in the cast, but she is in another picture shooting around London, "Fanatic." Appearing under John Schlesinger's direction are Julie Christie, Dirk Bogarde, and Laurence Harvey. To meet them were many trade personalities. The talk turned to the fabulous success of "Goldfinger." In its first week's showcasing, it smashed records by margins which in many cases would represent highly satisfying weeks. Peter King revealed it had broken the Purley Astoria record by $5,177. Unimpressed, Granada's Vic Chapman reported that it was tops at Kingston by $8,520. At the Hammersmith Odeon, it was up by $15,000. At the Leicester Square Odeon, it took $48,515, an increase of $7,837 on "Russia's" first week. In future, it looks as if records will be known as Gold standards.

THE WRITERS GUILD OF AMERICA COMMITTEE, HEADED BY JAMES R. WEBB, who scripted "How the West Was Won" and "Cheyenne Autumn," have been conferring with their British counterparts on mutual problems. Most vital seems to be the difference paid to American and British writers on the same tv series. They are after royalties for the latter. The writers are unquestionably a militant body. Next month, an international guild is to be inauguarted in London. . . . I have suggested that Tony Tenser and Michael Klinger of the Compton Group should be watched. Now they are doing the seemingly impossible. They are closing The Windmill, the immortal non-stop girlie show that "never closed or clothed" as the wits had it, and was the setting for Rita Hayworth's wartime musical, "Tonight and Every Night," Val Guest's "Murder at the Windmill," and Frank Green's pre-war "Revudeville" series. With cult of the Beatle cut and bald heads going to Soho's countless basement stripperies, the going has been getting harder. After 33 years the 320 seater reverts to movies, but I suspect the spirit will linger on. Opening film on Nov. 2 will probably be "She Should Have Stayed in Bed." Incidentally, leaving the group office above the Compton Club Theatre, I was for the first time ever asked by a tout to see a "really interesting picture." He lost immediate interest when I asked if my press pass would admit!

IT IS HARD REALLY TO OFFER CONGRATULATIONS TO GEOFFREY MARTIN on being appointed Rank's overseas publicity chief. He did the job so well before he was seconded for special duties on the Bronston-Rank co-productions in Spain. Welcome home. . . . Driving in town, my ears pricked when on the car radio, W. A. C. Hall, Capitol Cardiff, received a big plug for hoping that many attending that night's Welsh opening of "Fall of the Roman Empire" would wear togas based on designs which he had copied in Bath's museum. . . . J. A. Green, West End, Birmington, got an unexpected all national newspaper splash when he followed the UA pressbook suggestion of intimate teaser letters from Irma inviting recipients to meet her at the address of the theatre playing "Irma La Douce." A man took him seriously, and reported to the police that a call girl was operating. . . . Had an au revoir dinner with Phil Gersdorf, American publicist who always keeps in touch, and his charming wife, Beulah. He has finished on "Those Magnificent Men and Their Flying Machines," and gone to Paris to handle Charles Feldman's comedy, "What's New, Pussy Cat?" Clive Donner will direct for UA, with Peter O'Toole and three international beauties. . . . The French National Film Theatre is paying a unique tribute to Stanley Baker and Cy Enfield by running a season of films which they have made jointly or separately, commencing with "Zulu."

Bridgeport Vetoes Censors

HARTFORD — Officials of Bridgeport, Connecticut's third largest city, have reportedly decided against formation of a board, committee, or group for purposes of censoring motion pictures.

Press reports following a session of city, clergy, police and court spokesmen commented that the power of persuasion was urged instead of official functioning body. Circuit Court Prosecutor John P. Evans reportedly told the gathering that interested parties should try to persuade theatres not to run what many consider obscene films.

Shupert Exits Fox-TV

HOLLYWOOD—George Shupert, vice-president in charge of sales for 20th Century-Fox Television, has resigned, effective Oct. 26, it was announced by William Self, executive vice-president.

SAN FRANCISCO

(*Continued*)

starring De Sica, *That* spool of film captured Golden Gate awards for best picture, best director, best actor, best supporting actor, and best screenplay. Only reason it didn't garner best actress and best supporting actress awards is because "Rovere" had no important distaff roles, and the Festival judges ruled that in all the other competing pictures, no femme was worthy of an award in those categories. "Rovere" still is money-making art house product both here and overseas.

Russia came romping through in 1960 with "Ballad of a Soldier," a war piece which up until last spring was being exhibited around the country, *this country,* with hard tickets. "Ballad" in 1960 was Festival first for production and direction. Parenthetically, the following year, Gregori Tchukhrai, who directed "Ballad," was again honored with a Golden Gate award as best director for the Soviet "The Clear Sky." This year, the USSR has two festival entries, neither of which are under Tchukhrai's directional aegis.

In 1961, Mexico's "Animas Trujano," starring Japan's Toshiro Mifumo, was the best picture according to the judges; in 1962, Brazil's "Keeper of Promises" paid off; and last year, "How To Be Loved" from Poland picked up the loot. All three are grossing fairly well around the art houses.

Apart from the USSR's director Tchukhari, there has been only one other individual to earn the same award twice for the same job. He is Ignacio Lopez Tarso from Mexico, who in 1960 for his performance in "Macario" and again last year in "The Paper Man" was crowned best actor. However, there are Festival fans, such as this reporter, who will watch this year's Italian entry with more than a passing glance. The entry is "The Naked Hours," starring Keir Dullea and Rossana Podestra, and directed by the very capable Marco Vicario. Dullea is the young American who won, hands down, the best actor award at the 1962 Festival for his sympathetic portrayal of the mentally retarded juvenile in "David and Lisa," and everybody in the industry knows how that low budget picture still is cleaning up.

So Bud Levin will watch the Coronet curtain go up tonight, make sure the Governor is comfortable in his loge chair, swallow another ulcer pill, and then settle down for the show to start with Czechoslovakia's "Lemonade Joe" so that he can start worrying about "where the Hell am I going to get pictures to book next year's program?"

When the bait's right . . . the fish bite! Today's audiences respond to quality showmanship . . . quality built upon sharp negatives and sharp prints. That's why it pays to GO EASTMAN ALL THE WAY—negatives and print-stock. And for best results, always give the laboratory time to do its job. For the purchase of film, technical queries and service, write or phone: Motion Picture Products Sales Department, **EASTMAN KODAK COMPANY, Rochester, N. Y. 14650,** or the regional sales divisions, 200 Park Avenue, New York, N.Y.; 130 East Randolph Drive, Chicago, Ill.; 6706 Santa Monica Boulevard, Hollywood, Calif.

EASTMAN FILM

THE NEW YORK SCENE •

(Continued from page 18)

dedication ceremonies for the Cheyenne Autumn Trail, the story of which is the basis for the picture. That night, a specially built wooden bridge carried stars, press, and other guests into the theatre where 70mm equipment presented the film with an intermission. 160 minutes later, a western style party was held at a nearby restaurant-bar.

Bits: Someone suggested changing the name of Wyoming to Warner since this is their second such celebration, and more were requested by state and local officials. . . . There was also some talk of changing Cheyenne to Grossman City in honor of popular national exploitation director Ernie Grossman, who was in charge. . . . J. D. "Woody" Woodward of wonderful Atlanta had an impromtu birthday celebration when word leaked out that it was his time. There was cake, candle, and applause. . . . Philadelphia's own Irv Blumberg recorded every bit of activity with his trusty movie camera, even Rex Morgan on a horse yet. . . . Home office publicist Wynn Loewenthal deserves a medal for saving six chairs from being consumed by flames when bonfire sparks spread due to high winds. . . . One visitor suffered a heart seizure, but a doctor was handy. He came off okay after an injection.

GRATITUDE NOTE: JIM CARRERAS, CHIEF BARKER OF VARIETY INTERNAtional and head of Hammer Films, had a thank you luncheon at the Hampshire House for trade press representatives and for some of his American distributor chaps. He expressed sincere gratitude for the help extended him both on behalf of Variety and for Hammer. He expected the latter to continue to release about seven pictures annually through Columbia, Universal, and Metro. Since horror is still so popular, he will seek to continue in that vein.

Carreras estimated that there are about 32 features of his that have not been released as yet to tv here, and he had no idea when his distributors here would do so. He estimated that they were about four years old. He did introduce a new starlet, signed by him, Susan Carper, to the asemblage.

As regards Variety, he expressed pleasure the way the movement has taken hold since he took the top office over recently, and he was gratified at the realization by many that Variety could prove a wonderful public relations instrument for the industry. He expects to return in January to induct the new Variety slate of Tent 35.

CARTOON DEPARTMENT: THE TEAM OF DAVID DePATIE AND FRITZ FRELENG have succeeded in doing what other cartoon producers have not—they have cut costs to the point where it is now practical to start making shorts once again. For instance, they have been able to get the costs of a six minute cartoon in color down from 30 to 35,000 dollars to 20 to 25,000 dollars, and they have cut the period of profit return from five years to two years. As a result, they have been signed by the Mirisch organization to turn out 13 shorts based on the character of "The Pink Panther," which recently made its debut in the feature of the same name. They also have a deal with Warners to turn out 13 cartoons per year for three years based on some of the standard characters in the Warner cartoon stable, such as Bugs Bunny, Speedy Gonzalez, etc.

Fox International Drive Salutes Studio Program

NEW YORK—Twentieth Century-Fox International is launching a "Salute to the Studio" Week to honor the company's studio for its production program with the plege: "More theatres of all nations are playing 20th-Fox product during salute week than any other week in our history." Announcement of the "Salute to the Studio" Week, which will run from Dec. 28 through Jan. 3, 1965, was made by David Raphel, managing director of the 20th-Fox international department.

A unique first prize, the overseas premiere of "Von Ryan's Express," described by Raphel as "1965's most important non-roadshow attraction," will be awarded to the branch which produces the most distinguished results. The "Salute to the Studio" Week will be judged by Seymour Poe, executive vice-president of 20th-Fox, and Raphel.

The "Salute to the Studio" Week will encompass over 100 branch offices in 34 territories representing every major film market in the world with the exception of the United States, Canada, and the Iron Curtain countries.

In announcing the drive, Raphel declared, "The world-wide sales force, having been given great product with strong international appeal, will produce equally great results. Globally, 20th Century-Fox personnel take great pride in being associated with a production group that has turned out the greatest schedule of releases in the company's history. I am confident the results of our efforts will make all of the studio personnel proud of its international department."

UNITED ARTISTS MUSIC CO., INC.

CONGRATULATES

ERNEST GOLD (Music) and MACK DAVID (Lyrics) for the

No. 1 LAUREL AWARD SONG

"IT'S A MAD, MAD, MAD, MAD WORLD" from the motion picture

"IT'S A MAD, MAD, MAD, MAD WORLD"

(Stanley Kramer Production—United Artists Release)

ALBANY

Among early closings of drive-ins due to cold weather were Fabian's Saratoga in Lathan; the circuit's Riverview, near Rotterdam; Samuel E. Rosenblatt's Ft. George, Lake George Village; and Goldstein Brothers' Ft. Warren, Castleton, Vt. . . . Richard E. Weber, former Schenectadian, purchased a half interest in the Strand, Plattsburgh. He is understood to have bought the share held by the late James A. Leary, famed, colorful Saratoga Springs attorney, who was a partner of William A. Benton, also deceased. The Benton estate owns the other half. A refurbishing of the theatre has started. . . . A preview of Warners' "Kisses For My President" featured the kick-off of the annual Community Chest-Red Cross Joint Appeal at the uptown Madison.

ATLANTA

The State, Hertford, N. C., finally closed when an appeal to residents for family attendance support, failed to materialize. . . . The Lenox, on Broadway in Knoxville, Tenn., is the new name of the Tower. . . . The new Marbro Drive-In, Chattanooga, Tenn., is said to have the largest screen in the state. . . . Dan Dooley, booker at MGM, is being transferred to the New Orleans office as a sales representative. . . . Charles Tucker, owner, Flamingo Drive-In, Laurenburg, N. C., was given a hearing in Scotland County Recorders' Court for showing the allegedly obscene film, "Soft Skin On Black Silk."

BOSTON

John Blass, newly appointed manager, RKO Keith Memorial here, with other New England managers of RKO Theatres attended an advertising conference in New York called by division manager Jay Golden. Other New England RKO managers attending were Phil Nemirow, RKO Albee, Providence, R. I., and John P. Sullivan, RKO Keith, Lowell, Mass. Attending from the New York office were Tom Crehan, executive assistant to Harry Mandel, president of RKO Theatres, and Fred Herkowitz, national advertising director. . . . Officers and governors of the Hospital League of New England Baptist Hospital are sponsoring the film premiere of "My Fair Lady," opening at Ben Sack's Saxon, Oct. 28, as a fund raising project. Mrs. Arthur Murphy is ticket chairman for the event, and a gala dinner at the Sheraton Plaza before the "My Fair Lady" opening is planned. Seats for the hospital benefit will be offered at $10 and $15. . . . The COMPO-TONE film, "Kisses For My President" (WB), opened at the downtown Boston Paramount. More than 90 prints of "Kisses For My President" are being used in the campaign, William Kumins, manager, Warner Bros., said. . . . In a tie-up with the World Affairs Council's Japan Week in Boston, the Brattle art house, Cambridge, Mass., where Harvard U. students and faculty go, has booked two weeks of Japanese films starting with "Yojimbo." . . . Davis Films Distributors, Inc., announces 31 theatres in the Cleveland and Toledo areas showed "The Magic Fountain," and 79 theatres in the Minneapolis area, North Dakota, South Dakota, have been set up for a three week period starting Oct. 31. In preparation for the Boston opening, Davis Films is running unusual advertising in Boston newspapers. The ads are headed: "An Important Notice to All Parents," and state: "There have been many complaints in recent months that there have not been enough films for children in local theatres. Once in a generation a film comes along which every child should see. Such a picture is 'The Magic Fountain,' which is coming to your favorite local theatre shortly for matinees only. It is a story which will lighten the hearts of children of all ages. You owe it to your children to take them to see 'The Magic Fountain.' Sincerely, Davis Film Distributors, Inc. P. S. The Legion of Decency has honored 'The Magic Fountain' with the highest rating of 'Superior Family Entertainment'. "

BUFFALO

The old Family Theatre building on Jackson street is scheduled for demolition in the plans for modernization in the Batavia, N. Y., $2.2 million urban renewal project approved unanimously by that city's council. The project is expected to get underway late this year. . . . The winning bidder for "Mary Poppins," Walt Disney's latest, according to early reports is the Century. The premiere may not occur before Jan. 20, though an earlier date is desired. Managing director Charles Funk already is beating the drums for the musical fairy tale. . . . Sidney J. Cohen, president, Allied Theatres of New York State, Inc., is now a grandfather, his daughter, Mrs. H. Leo (Lois) Fried, having recently given birth to a boy, Charles Michael. . . . Tom Fenno, chief barker, Tent 7, Variety Club of Buffalo, went to Pittsburgh for a testimonial welcome luncheon for George Eby, past international president and now president of Ice Capades, and James Carreras, London, England, recently elected international chief barker at the Buffalo world-wide pow-wow. . . . In connection with the presentation of "Looking For Love," starring Connie Francis, manager Ed Miller, Paramount, offered a $25 U. S. Savings Bond to the first person sending in the correct list of all 10 Connie records that sold one million copies. To the next 25 correct entries in the contest used by radio station WEBR went a pair of guest tickets to see the film. . . . The Buffalo Evening News held its annual Cooking School the other day in the Century, downtown Buffalo, and brought that house a lot of good will publicity. One bus driver, stopping in front of the Century and eyeing the crowd out front, said with a wicked smile, "I didn't know so many women didn't know how to cook." . . . G. R. (Gerry) George, manager of the Buffalo branch of National Theatre Supply Co., is a proud guy as he shows off the handsome engraved watch along Film Row, said timepiece having been presented to him recently in recognition of completion of 25 years service to his company. . . . Joe Garvey and Myron Gross report much interest already developing in the Variety Club sponsorship of the premiere of "My Fair Lady," Dec. 23 in the Schine Granada.

CHICAGO

Video Pictures, Inc., New York-based film production firm, recently opened a midwest office in Evanston, Ill. The company's new office is formerly the location of Ray-Eye Productions. Fred Olsen, formerly head of Ray-Eye, was named president of Video Pictures, Inc., of Illinois, a newly incorporated organization. VPI purchased the equipment of Ray-Eye, which went out of business. . . . Evanston Theatre Art Gallery is exhibiting the paintings of Stephen Skerce, Jr., throughout October. . . . Rockne, Austin, Ill., invited ladies and gentlemen 60 years or older to take advantage of their new Golden Age admission price of 50 cents, any time of the day or night. A Golden Age identification card is issued at first request, no rules or regulations necessary, and the card may be used as often as the patron wishes. . . . Bennie Dunn has charge of publicity department of new Playboy theatre division of the Hugh Hefner Circuit. The rebuilt and refurbished Playboy was formerly the Surf. . . . Audio Visual Association will hold their trade convention in Tarrytown, N. Y., Oct. 5-8. Robert C. McCalin, Peoria, Ill., president, announced that many from the film trade in this territory will be in attendance. . . . Teatro, Wilmette, Ill., operated by Sam Meyers, was used by Beth Hiller congregation for a religious holiday meeting. . . . Paul Burnhardt named manager of Hull House Sheridan theatre here. . . . ABC Outdoor has been closed for the season. The company, however, will keep their Halsted Drive-In open through the fall months. The Halsted admits children free when accompanied by their parents. . . . "The Unsinkable Molly Brown," closing at the Palace on Oct. 18, has admitted children for 50 cents at all times beginning Sept. 25. "My Fair Lady" moves into the theatre on

For Christmas !
(from 20th)
JOHN GOLDFARB, PLEASE COME HOME
Shirley MacLaine
Scores Again!

Oct. 23. . . . Joella Cohen named midwest publicity agent for Columbia Pictures. Miss Cohen takes over Hal Perlman's spot. Perlman resigned to give full time to his other accounts. . . . Variety Club reports that sales for "My Fair Lady" premiere are going well to benefit their charity, LaRabida Sanitarium. . . . Charles J. Ticho, formerly general manager of the New York studio of Fred A. Niles Communications Centers, Inc., named a vice-president of the firm. Fred Niles, president, in making the announcement, pointed out that Ticho has won numerous awards as a director. Ticho began at Niles in 1956 as an assistant director. . . . Theatre Club has been formed to provide seats for firstrun films and stage shows. A fee of $5 is charged for a yearly membership.

CINCINNATI

Southland 75, Dayton, O., being built for the Chakeres Theatres, is progressing satisfactorily according to T. M. Fisher, manager, National Theatre Supply Co., which is furnishing the major part of the equipment. The 1,400-car drive-in, scheduled for completion in several weeks, is the 14th in the Chakeres' chain of drive-ins in the Ohio-Kentucky area. . . . Jay Goldberg, J. M. G. Film Co. president, was in Chicago to confer with Lawrence Woolner, Woolner Bros. Pictures Co., on arrangements for promotions of new films which J. M. G. distributes in this area. . . . Roy White, president, Mid-State Theatres, and J. W. McDonald, TOC Booking Agency head, were in Chicago for the TOA convention. . . . Beverly Marx, MGM secretary, has resigned to devote full time toward earning an M.A. degree at University of Cincinnati. . . . Dennis Glenn, 20th-Fox student booker, has returned after a long convalescence following surgery. . . . Esquire is playing a "festival" of Walt Disney's Tru-Life Adventure movies, each of the six films playing one week. Beginning Nov. 4, the Esquire and Hyde Park revert back to their art policy.

COLUMBUS, O.

Mary Jose, theatre editor, Columbus Star, and James McCafferty, assistant theatre editor, Columbus Dispatch, attended the press premiere of Warner Brothers' "Cheyenne Autumn." . . . Columbus show business friends of Ida Moore, veteran screen and television character comedienne, were saddened at news of her death in Van Nuys, Calif. Miss Moore was a native of Newark, Ohio, and operated the Zulu Hut and Barn restaurants here in the late Thirties before going to Hollywood. . . . Ken Prickett expressed his appreciation to members of the Independent Theatre Owners of Ohio, board of directors and officers, on the occasion of his sixth anniversary as executive secretary of ITOO. . . . RKO Grand is departing temporarily from its Cinerama policy starting Oct. 14 with the booking of "Topkapi" as a continuous-run, popular price attraction. . . . Ed McGlone announced that RKO Palace will present the closed-circuit telecast of the Cassius Clay-Sonny Liston heavyweight championship bout Nov. 16. . . . Ron Pataky, in a column in the Citizen-Journal, predicted that the Art Theatre Guild will become the nation's largest art theatre circuit by its 20th anniversary, 10 years hence. The circuit includes 29 houses from Springfield, Mass., to California. The circuit was started in 1954 when Louis Sher took over the Bexley here in 1954. Sher now has home offices at Scottsdale, Ariz.

Playboy Magazine publisher Hugh Hefner, left, is seen at the opening of his new Playboy Theatre, Chicago, with Columbia branch manager Milt Zimmerman. Royal Films International's "Nothing But The Truth" was the opening attraction.

DALLAS

Actress June Wilkinson visited Dallas as her new film, "The Candidate," prepared to open in a multiple run at area D-I's. The film is the first production of Cosnat Productions. . . . John Adams, executive vice-president; Raymond Willie, vice-president and general manager of Interstate; W. E. Mitchell, vice-president and general manager, Texas Consolidated Theatres; and Francis Barr, Conrad Brady, and Pat Hudgins, from the main office advertising, exploitation, and public relations department, were in Chicago to explain to Theatre Owners of America the "project" picture program. . . . T. P. Tidwell, local booker, suffered the loss of one finger and injured two others on his right hand when he fell in front of a power mower while mowing his yard. . . . John J. Howley has taken over duties as field press representative for the southwest division of Metro-Goldwyn-Mayer with headquarters here. He was most recently with the west coast and Oklahoma, and will be responsible for coordinating exploitation, advertising, and public relations for the area from Texas to Denver and St. Louis. . . . The Dallas chapter of Women of the Motion Picture Industry brought home from the recent convention in St. Louis the club attendance prize. There were 22 local members of the WOMPI chapter at the convention. . . . Steve Robertson, student at Southern Methodist University, has been selected by Metro-Goldwyn-Mayer college publicity unit as campus representative of "Young Lovers." . . . Jean Elliott has been named to handle groups and special theatre party information at the Tower for the forthcoming road show engagement on Nov. 11 of "My Fair Lady." Forrest Thompson, manager, said that 10 performances are scheduled weekly and that additional matinee showings will be added during the Christmas and Thanksgiving holiday season. Variety Club of Dallas has purchased the opening night. The film will have its southwestern premiere in addition to the Tower, Dallas, at the Tower, Houston; Broadway, San Antonio; and Palace, Fort Worth. . . . Andre Previn, conductor, musician, and writer of original motion picture scores, will appear on April 5 with the Dallas Symphony Orchestra as guest conductor in a concert at the McFarlin Auditorium.

DES MOINES

A grandson of a veteran film man has joined the theatre industry. Alan Blank, son of Central States theatre president Myron Blank, and grandson of A. H. Blank, has joined the drive-in operations department at Central States. . . . Expansion of the Oasis Drive-in, north of Davenport, Ia., and the Memri Drive-In, Milan, Ill., has been announced by the Redstone Management Company of Boston. The ramp area in both of the drive-ins will be expanded to accommodate 1,500 vehicles. Both drive-ins are to be operated throughout the year. . . . John Pascuzzi, Omaha booker at the Columbia exchange in Des Moines, has resigned while attending Drake University. Victor Mele will take his post as Omaha booker. . . . Clyde Pratt, associated with the Iowa United Theatres, Washington, Ia., died of a heart attack. At one time, he was a salesman for Warner Bros. and Republic Pictures.

HOUSTON

Hollywood actress Paula Prentiss is scheduled to make a visit to Houston on Oct. 23 when she will attend the Galaxy Ball. Miss

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STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of October 23, 1962; Section 4369, Title 39, United States Code)

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10. This item must be completed for all publications except those which do not carry advertising other than the publisher's own, and which are named in sections 132.231, 132.232, and 132.233, Postal Manual (Sections 4355a, 4355b, and 4356 of Title 39, United States Code)

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I certify that the statements made by me above are correct and complete.

MAX CADES
Business Manager

Prentiss is known to schoolmates attending Lamar High School with her as Paula Raguso. . . . Film actress Hermione Gingold was scheduled to lead off the Sunday Celebrity Series with a performance at the Sheraton-Lincoln Hotel. Miss Gingold was to present a program of humor entitled "Off the Top Of My Head." . . . A new midnight show each Wednesday will be seen on KPRC-TV featuring motion pictures. It is a companion piece to the station's Friday "Midnight Movie" series. . . . Henry Mancini, who has written music for motion pictures and received Academy Awards, will be presented in concert at the Music Hall on Oct. 28. . . . Anita Louise and Nancy Walker, motion picture actresses, were in the city as guests of Don Bolen. They attended the "Pomp and Ceremony" performance of a group of military bands from Britain held at the Coliseum.

JACKSONVILLE

Claudia Fortwengler, newspaper ad writer for Florida State Theatres, has been accepted into membership by the local WOMPI group at the beginning of a new WOMPI membership drive which will be continued through Christmas Day. . . . Dorothy Zeitlinger, WOMPI statistician at the FST Warehouse, suffered a broken wrist in a home accident. . . . Charley King, AIP manager for Florida, returned to his local office after visiting south Florida exhibitors of the Miami area. . . . Carlton Robinson reopened his Lincoln, Key West, and announced that his buying and booking will be handled by Marvin Skinner of this city. . . . Belton Clark, younger brother of Harry Clark, Allied Artists salesman, is now working as an apprentice booker on the staff of W. A. "Bill" McClure, Universal manager. . . . Back from a week in Chicago where they attended TOA sessions were FST executives LaMar Sarra, Harvey Garland, Robert Heekin, and French Harvey. . . . The former Sandra Abdullah, Columbia biller, is now Mrs. Jay Husky. . . . William "Bill" Lee, owner and operator of Lee's Community Drive-In, Keystone Heights smallest outdoor theatre, has sold his theatre to Frank D. Bleyker. Since selling his drive-in, Bill has purchased the Cinema, New Port Richey, from Floyd Theatres. . . . Roy Bang has acquired the State, Eustis, from Cecil Cohen, who operates the Twin Hills Drive-In of this city. Roy also does the buying and booking for the Star, Winter Park. . . . John Kent, son of Mr. and Mrs. Fred Kent, owners of Kent Theatres, has gone to New York University to work on his master's degree in tax law. John is a graduate of Yale and the University of Florida Law School. . . . The Kent's elder son, Fred Kent, Jr., who is active in Kent Theatres, addressed a recent gathering of the Jacksonville Beaches Chamber of Commerce and the Beaches Committee of 100 on the subject of the new theatre which KT is building at Neptune Beach. . . . When Hurricane Hilda caused the evacuation of 600 Navy planes from Navy installations along the upper Gulf Coast to the local Naval Air Station, a group of local unattached WOMPI members served as hostesses at the Blue Jackets Club here at a Navy social function honoring the visiting pilots of the 600 planes.

MIAMI, FLA.

Ground has been broken and the 1,000-seat Plantation Theatre is now rising rapidly on its site in the Ft. Lauderdale area. Leonard Solomon, president, Lenard Ventures, Inc., has announced opening of Jan. 10, a benefit for the Muscular Dystrophy Association of America, Broward County Chapter. Architect Larry Browning has featured curving walls, and "double elbow relaxers" on each seat are promised. Some 100,000 people reside within a five-mile radius of the Plantation, and it is expected that family trade will be encouraged. The Plantation adjoins three large shopping centers and will have parking for 400 cars. Herbert Kaplan is vice-president, and L. Edward Mogel is secretary-treasurer of the corporation. L. P. Swindell owns the building, and the contractor is Vic Maffey. . . . "Mary Poppins" is set for an extended run at the Coral (Coral Gables) only, on a continuous performance, unreserved seat policy, according to an announcement from Florida State Theatres. The picture will open just after Christmas. . . . Oran Cohen was transferred from manager, Boulevard Drive-In, to manager, Plaza, Hollywood. Jim Maury has been transferred from the Rosetta to the Boulevard Drive-In; George Jensen is now manager, Rosetta. Michael Blaine is days off relief manager from Wometco's art houses and Surf Theatre. . . . Curtis Miller, 48, vice-president in charge of publicity and advertising, and theatre supervisor for Claughton Theatres, died here. Before moving to Miami in 1954, he was general manager for Claughton in the Tampa-St. Petersburg, Fla. area. Prior to that time, he had been with Florida State Theatres in Jacksonville. . . . Ground was broken in Winter Park, Fla., for Wometco Enterprises' new luxury twin, the Park East and West. Located in the J. M. Fields Shopping Plaza, directly across the street from the Winter Park Mall, the contractor is Jacobs Construction Company, Jacksonville. A. Herbert Mathes, Miami, is architect. The Park East will have 600 seats, the Park West, 900. Each will have a rocking chair loge section and wall-to-wall screen. An art gallery is planned for local artists to display their paintings. Each theatre will show a different motion picture. The Park East policy is planned for better foreign films, holdover attractions from the Park West, 70mm process, and also Cinerama. The Park West will show first run product.

MEMPHIS

The Strand, built in 1915, the city's oldest downtown house, closed the last of September with "Dark Purpose," the last film show ending in a dark house. However, this darkness is brightened by Paramount Gulf Theatres, operators of the Strand for the past 15 years, opening a luxurious new theatre around Nov. 1 in a new shopping center in suburban Memphis. "Send Me No Flowers" is the opener for the new house, to be called Paramount. When the Strand opened in 1915, with its nearly 1,000 seats, it was considered enormous. It was operated by Y. Frank Freeman's Southern Enterprises. Freeman now is a vice-president of Paramount Studios. Many years ago, Southern Enterprises was taken over by Paramount. Then, in 1922, Paramount and Loew's pooled their Memphis theatres—the Strand and the brand-new Loew's Palace and Loew's State—and formed Consolidated Enterprises to operate them. In 1933 M. A. Lightman bought the Strand and made it the headquarters of what was to become the Mid-South-wide Malco circuit. Paramount shortly thereafter became a partner with Lightman in the Malco chain and continued so until the Justice Department forced the major studios to divorce themselves of their theatre interests. The Paramount decree resulted in the formation of the independent United Paramount Theatres (now American Broadcasting-Paramount Theatres of which Paramount Gulf is a part), and in 1949 it took over the Strand. The owners of the Strand would like to lease it as a movie house, but, as yet, have had no offers.

NEW HAVEN-HARTFORD

Seymour Levine, Lenox, Hartford, and Mansfield Drive-In, Mansfield, has been at home recuperating from surgery. During his absence, Robert Spodick, Sampson and Spodick, has been assisting with bookings, et al. Sidney Eichelman manages the Lenox and Robert Curtis supervises Mansfield. . . . Daniel Schuman, son of Leon Schuman, vice-president and counsel of Park St. Investment Company (Central, West Hartford, and Lyric, Hartford), has received his Ph.D. in music education from Columbia University, New York. Since 1960, he has been assistant professor of music at Douglass College, Rutgers University. New Brunswick, N. J. . . . Walt Disney's "Mary Poppins" will have its Connecticut premiere in January at the deluxe Perakos Elm, West Hartford. . . . The Perakos Elm, plus the Strand, Thompsonville; Hi-Way and Beverly, Bridgeport; and Palace, New Britain, are now distributing "Living at Home," leisure-time magazine imprinted with theatre identity. . . . Playing Universal's "McHale's Navy," Richard J. Wilson, L&G East Windsor Drive-In, distributed hats and identification cards to youngsters. "These items," Wilson told MOTION PICTURE EXHIBITOR, "seemed to please the children greatly as our large supply was quickly exhausted." . . . The Groton Town Planning Commission has granted final commercial site plan approval for a 274-seat motion picture theatre at the Groton Shoppers Mart, rapidly-expanding shopping center in that New London suburb. William Hoffman, shopping center spokesman, told the commission the facility will be a Class A family-type theatre. Just what interests will operate is yet to be disclosed. . . . Francis Flood, Stanley Warner zone office, and his wife, Phyllis, are marking their 30th wedding anniversary. . . . The Capitol, Middletown, tried something different—a "surprise" band on stage, in addition to regular screen fare, the other Sunday

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afternoon. Regular price scale was in effect. . . . Leonard Sampson and Robert Spodick, Nutmeg Theatre Circuit, are drawing plans for complete remodeling of the first-run Norwalk, Norwalk. Project will necessitate shuttering in mid-October, with theatre to reopen on Christmas Day. . . . Ray McNamara, resident manager, Allyn, Hartford, for New England Theatres, Inc. (AB-PT regional affiliate), has a new daily tie-up with a prominent, downtown florist, the latter, in return for a few theatre passes weekly, providing a basket of flowers for the Allyn's boxoffice.

NEW ORLEANS

Theatre business like most area businesses in the wake of destructive Hurricane Hilda suffered a terrific beating last week-end. Although no reports were forthcoming concerning theatre property damage, the theatres suffered a great loss business-wise. On Saturday, only RKO Orpheum and Loew's State opened boxoffices on schedule, but with only a very small attendance, the boxoffices were closed in the afternoon and remained closed until Sunday. United Theatres called attention to Saturday's closing over radio and TV. Other neighborhood and drive-in spots were also kept dark on Saturday, and some houses and all drive-ins remained closed until Monday. In town Saenger, Joy, Civic, and Martin Cinerama were closed tight all day Saturday. Business really wasn't back to normal until Tuesday as on Monday people were kept busy all day repairing damage from squalls and whirlwinds spewed from the hurricane's meandering and destructive force extending across the Gulf of Mississippi and Louisiana within a radius of 100 miles more or less to the north. . . . Mr. and Mrs. Gaston Dureau, he is a past president of Paramount Gulf Theatres, now retired, pitched a party for William 'Snake' Richardson, formerly Universal branch manager in New Orleans and later an independent exchange owner in Atlanta, now also retired, at the Dureau's summer home in Pass Christian, Miss. . . . Hodges Theatre Supply Company furnished a new screen and projection equipment at Gulf States' new Towne in Searstown Shopping Center, near Pascagoula, Miss. . . . Mary Belise is the new secretary-bookkeeper at Hodges Theatre Supply succeeding Paula Trumbach, who resigned. . . . Earl Kroeper has departed from United Theatres film buying and booking office. Henceforth, these duties will be handled by C. Clare Woods, UT's president and general manager, assisted by his secretary Mrs. Beverly Blocker. . . . J. E. Adams has curtailed showings at the Dixie Drive-In, Columbia, Miss., to week-ends only. . . . Art Levy, Don Kay Film Enterprises' salesman, was released from a hospital in Jackson, Miss., and is recuperating at the home of his son in Jacksonville, Fla. . . . L. E. 'Nicky' Goldhammer, general sales manager, Sigma III Films of New York, was in at Don Kay Film Enterprises. . . . The Ladies of Variety Club Tent 45 held a dance and buffet supper at the club headquarters. . . . Independent exchange operator F. F. Goodrow is now ensconsed in his new office at 214 S. Liberty Street.

PHILADELPHIA

Variety Club, Tent 13, Philadelphia, will elect a new crew at its annual dinner meeting Oct. 26 in the Burgundy Room of the Bellevue-Stratford Hotel. . . . Burton Holmes' Traveltalks, "The Grand Tour—Europe In Your Own Car" play for the first time in area theatres other than the Academy of Music this week at the SW Yorktown and next week at the SW Ardmore. Tickets on sale in advance. . . . Nate Milgram Enterprises are reconverting the building at the N.E. Corner of 13th and Vine Streets, which they recently purchased, and will move into the first floor when the alterations are completed. . . . Eddie Rosenbaum, dean of local press agents, was a patient in Einstein Medical Center Northern Division. . . . Stanley Adleman's son Alan was bar-mitzvah Oct. 10 at Beth Israel, Camden, N. J. . . . Salesman Max Bernstein is no longer with Allied Artists.

SAN ANTONIO

George Bannan, southwestern publicity representative for Universal Pictures, was in the city planning a publicity campaign for the forthcoming Doris Day and Rock Hudson starrer, "Send Me No Flowers." Bannan, who headquarters in Dallas, was nursing three broken ribs as the result of a mishap in Houston. . . . Raymond (Buddy) Ochoa is visiting his parents, Mr. and Mrs. Raymond Ochoa, here. Buddy, known as Barik Trone in Hollywood, was first picked for a bit part in John Wayne's "The Alamo," which was filmed at Brackettville, Tex. He made his way to Hollywood where he is awaiting his big break. . . . Memberships are being sold at Trinity University in a student-sponsored Cinema Arts Association, which each year presents a series of "fine arts" movies during the school year. The association is open to the public. Membership cards entitle admission of two persons per card to each of the movies. The showings are scheduled on Friday nights during the university's fall and spring semester at 7:30 p.m. in the Ruth Taylor Music Center Concert Hall. . . . Hollywood film star Chill Wills was in for a brief visit with Big John Hamilton, local restaurant operator and erstwhile film actor who has appeared in several films with Wills. . . . Eric Brendler, manager, suburban Broadway, is holding over "It's A Mad, Mad, Mad, Mad World" for another week, its 12th, and the end is not in sight although the word is out that this is "positively" its last week.

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PHYSICAL THEATRE

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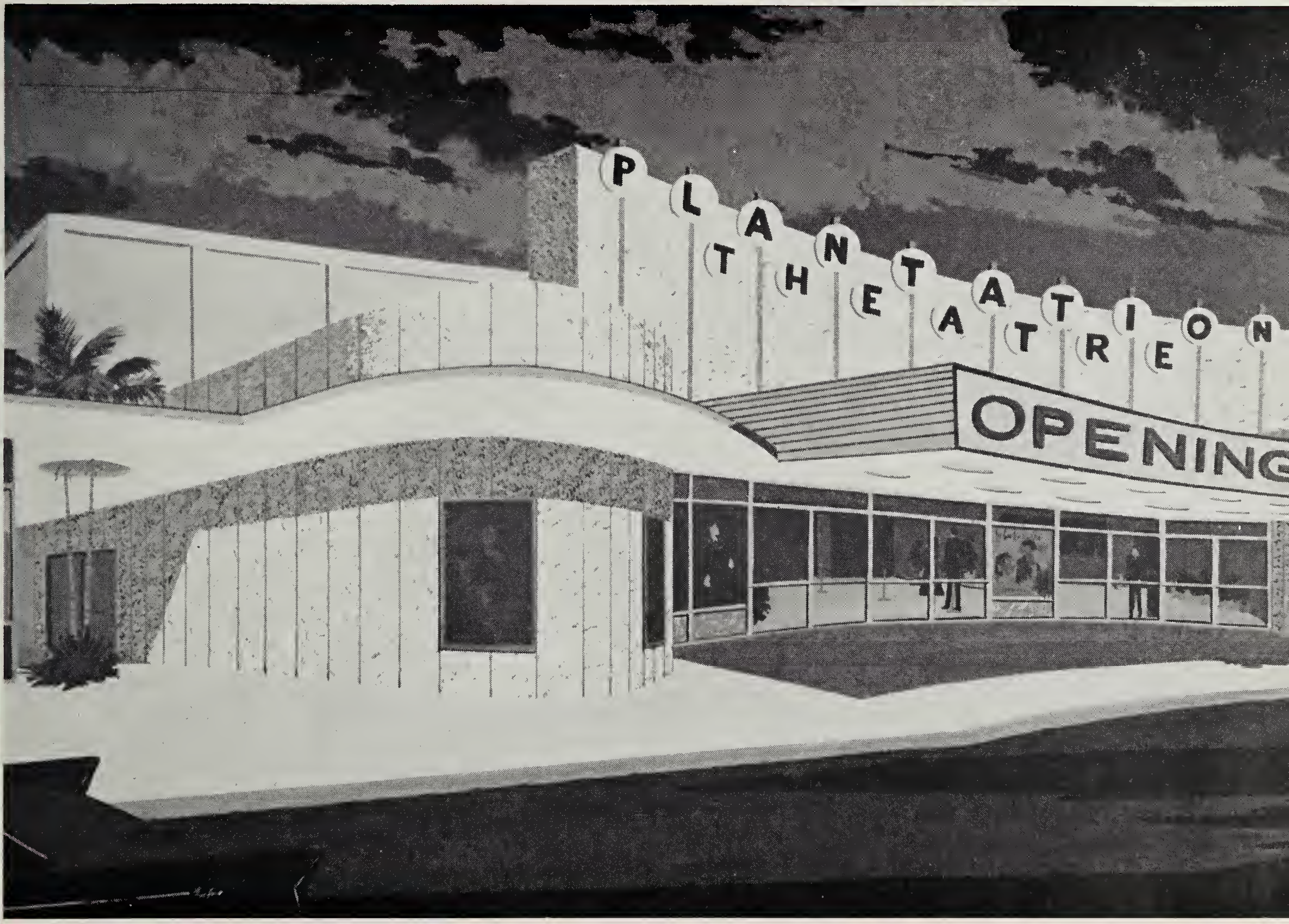
EXTRA PROFITS



COVER PHOTO • Architecture of Miami's newest indoorer, the 1,000 seat Plantation being built by Lenard Ventures on Broward Blvd., Plantation, Fla., stresses curved lines.

Volume 19 **Number 10**

October 14, 1964

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

HOT DOG & COKE
DRINK
Coca-Cola
25¢

we can give you advertising that not only stops 'em

DRINK
Coca-Cola

but sells 'em

When it comes to advertising, your Representative for Coca-Cola is the man to see. His counseling on advertising is part of a program called, "Custom Merchandising." A program that also includes advice on promotions, equipment selection, personnel training, ticketing, and so on.

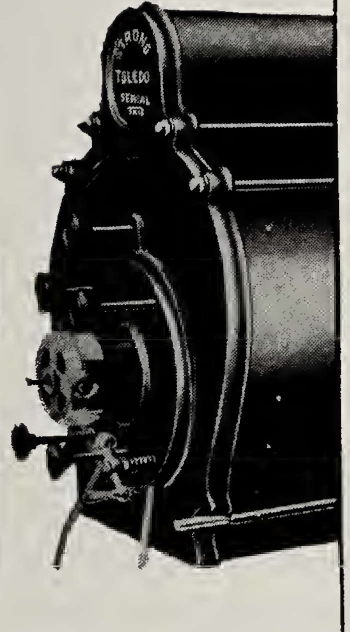
Our representatives have an average of 12 years' merchandising experience with The Coca-Cola Company. And they represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to advertising (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go
better
with
Coke
TRADE-MARK ®

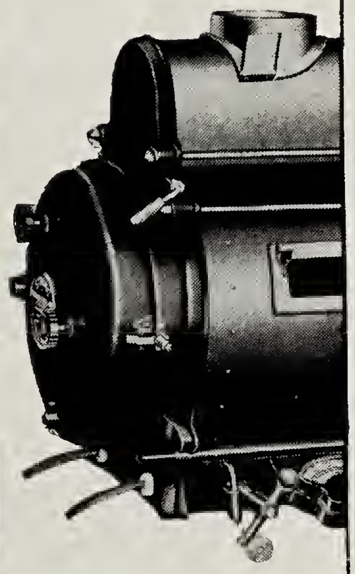
I am a projectionist

As a young fellow of 19 I remember that Dad operated a 1926 Strong Standard low intensity arc lamp.



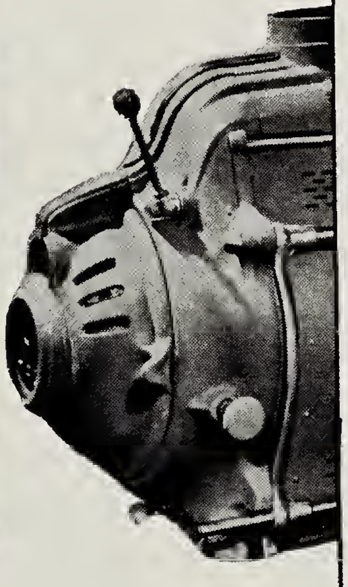
1926

When I started operating in 1928 I had the Strong Hy-Lo.



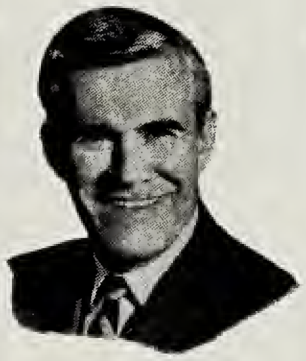
1928

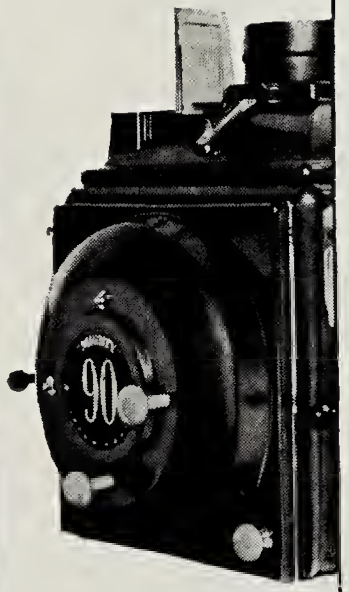
Five years later, in 1933, I ordered Strong Moguls.



1933

When in 1949 the Strong Mighty 90 was announced I bought a pair of the first ones available.





1949

I believe that if anyone wants to make money in show business he must keep up with the times, so last month I installed new Strong Futuras. I know that it pays, because my box office reports prove it.

TODAY

You'd Better Contact— **THE Strong ELECTRIC CORPORATION**

21

CITY PARK AVE., TOLEDO, OHIO 43601 • PHONE: (419) 248-3741

1927 1928
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1963 1964

No Charge

You don't pay a penny for our most valuable asset, experience. This experience includes equipping and furnishing many thousands of theatres in every corner of the nation.

But all the experience in the world isn't much good if you don't make use of it. We have. You'll find it in every projector, every chair, every drive-in speaker, every square yard of carpeting we supply.

The fact that most of our present customers are exhibitors whom we have served once or many times before . . . demonstrates how theatre owners depend on National as a reliable source of the industry's best products at competitive prices.

You're way ahead of the game when you buy from National. Way ahead.

N.T.S. **National**
THEATRE SUPPLY COMPANY
Subsidiary of General Precision Equipment Corporation GP

BRANCHES FROM COAST TO COAST • HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

Editorial

The Soft Sell

The beauty of a clean, modern, well-equipped motion picture theatre is that these assets are the best salesmen in the world when it comes down to filling seats. Much pro and contra has been expended on that magical formula for success—some say you can't miss with a good shopping center location—others say go where the people are—some say pick a spot where the moviegoing habit runs strong.

The fact of the matter seems to be that no criteria, however proven, is beyond a rude dumping at the hands of eminently prospering exceptions in the form of little theatres in the wrong neighborhood with the wrong decor and no discernible policy enjoying a flourshing trade. Perhaps the most fickle aspect of the success-failure story in exhibition is the movie patron, who, despite some efforts at discovering what motivates him, remains aloof and far above the antics of pollsters, ad men, psychologists, and market researchers.

In lieu of reliable answers, one can do worse than turning to his own common sense. Taking such a horse sense approach to the king of the mountain, our evasive patron, might balance some of the errors of observation made by the opinion makers, or simply those with "the sure fire secret for success." To wit, the old controversy about what the public wants in films. Thank goodness, for quite a few producers, scriptwriters, actors, etc., the public is neither overdemanding nor unforgiving. They will turn thumbs down on any picture, no matter who praised it in the columns of the Bootjack Bugle, or, conversely, laud what has been blasted elsewhere as unfit for human consumption.

In honesty, if any theatreman had to wait for an outstanding example of cinema before he could light the marquee, he would starve the better part of the year. Fortunately, a distinction is drawn between the theatre and the film it happens to be showing.

Being committed to common sense, we would have to go along with the theatre that placed first importance on its own comfort and good looks. "The many change and pass"—once, twice, or three times a week, for that matter, while the theatre remains.

Alas—the points have been made before—but repetition will not dull them. Point: the place to start building business would seem to be a concentration on making your theatre a nice place to visit. Point: Quite a few exhibitors are wasting too much time and energy worrying about the present state of the business, the outlook for the next five years, the 'big picture' . . . when the answer to their problems might lie in a little more action on the home front.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

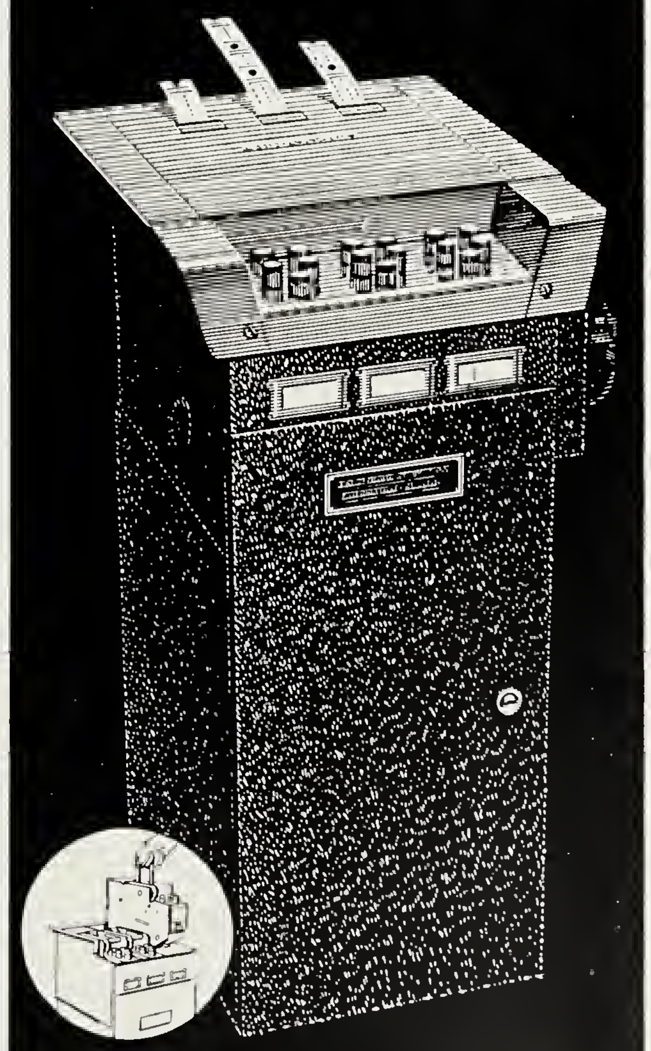
Al deProspero, editor

Automaticket
by GENERAL REGISTER

Ticket issuing

Admission control

Ticketaker stub rod systems



UNITIZED DESIGN:
Add or replace sealed units in seconds.

See your favorite theatre supply dealer or write:

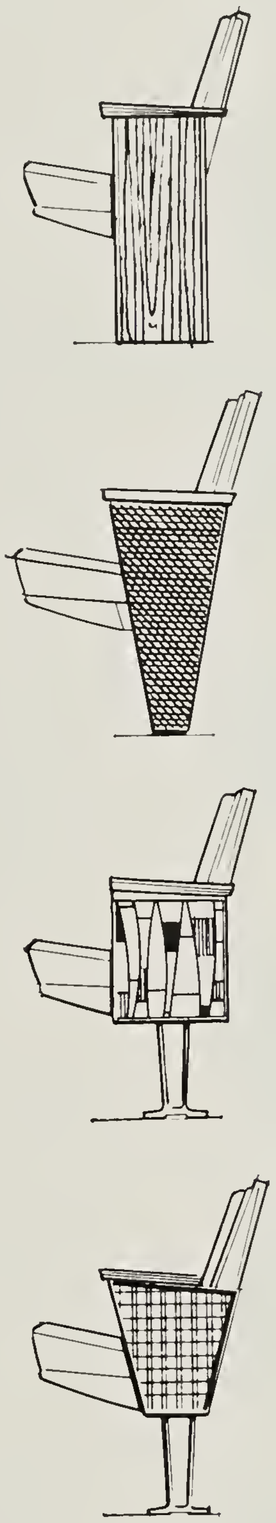
General Register Company
A Division of Universal Controls, Inc.
COCKEYSVILLE, MARYLAND

AT TRADE SHOW VISIT BOOTH #23

AMERICAN SEATING
234

There is only one chair for your theatre

The *Stellar* Chair by American Seating . . .
the only chair that can be adapted in every
detail to the design of each theatre it adorns



Introduced just last year, American Seating's Stellar Chair has already set an impressive record of successes in the nation's most distinctive entertainment centers. Places like: Lincoln Center's Philharmonic Hall and the New York State Theatre. The Tyrone Guthrie Theatre in Minneapolis, and the Warner Theatre in New York. The Fox-Winrock in Albuquerque, and the Cinerama Dome Theatre in Hollywood. From coast to coast, the Stellar Chair is attracting new business with new comfort and style.

Why such wide acceptance? The Stellar Chair is unique in its field — unique in its price range. It is the only seating to offer you wide choice of all design elements. You can choose the style, fabric, aisle standard, seat and back, width and mounting to give you the look you want . . . exactly. The possible combinations are virtually unlimited. This is custom-styling, in effect — but not in cost.

The Stellar Chair belongs in your theatre. Get in touch with us soon, and learn how it can contribute to the character of your theatre; how it can heighten the comfort of your patrons. *Write Dept. MP-6 for brochure on the new Stellar line.*

AMERICAN ® SEATING
The standard by which all public seating is measured
GRAND RAPIDS, MICHIGAN 49502

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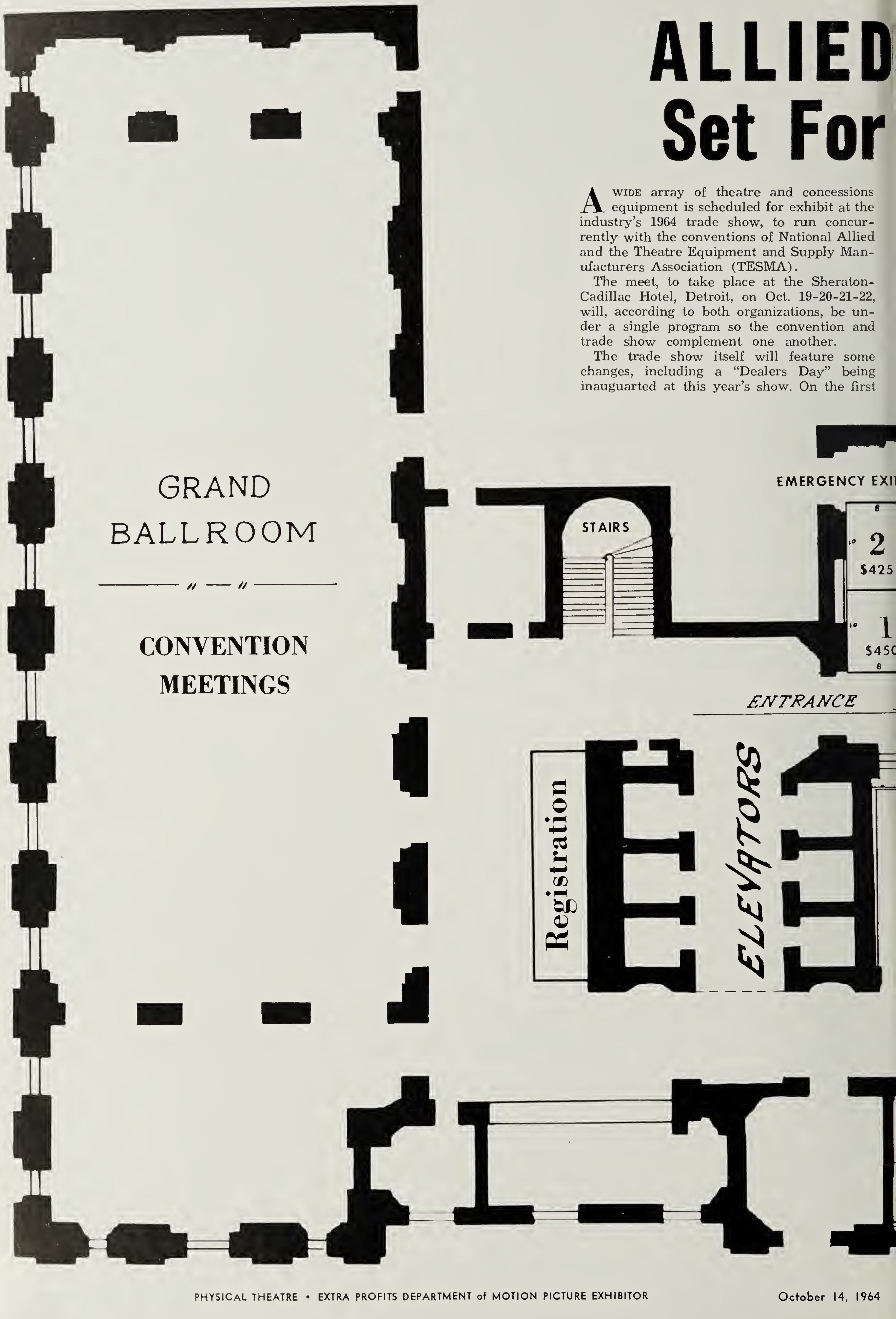
ALLIED
Set For

A wide array of theatre and concessions equipment is scheduled for exhibit at the industry's 1964 trade show, to run concurrently with the conventions of National Allied and the Theatre Equipment and Supply Manufacturers Association (TESMA).

The meet, to take place at the Sheraton-Cadillac Hotel, Detroit, on Oct. 19-20-21-22, will, according to both organizations, be under a single program so the convention and trade show complement one another.

The trade show itself will feature some changes, including a "Dealers Day" being inauguarted at this year's show. On the first


GRAND
BALLROOM
CONVENTION
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EMERGENCY EXI
8
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$425
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1
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8
ENTRANCE
Registration
ELEVATORS

TESMA Detroit

PHYSICAL THEATRE

Vol. 19, No. 10 October 14, 1964

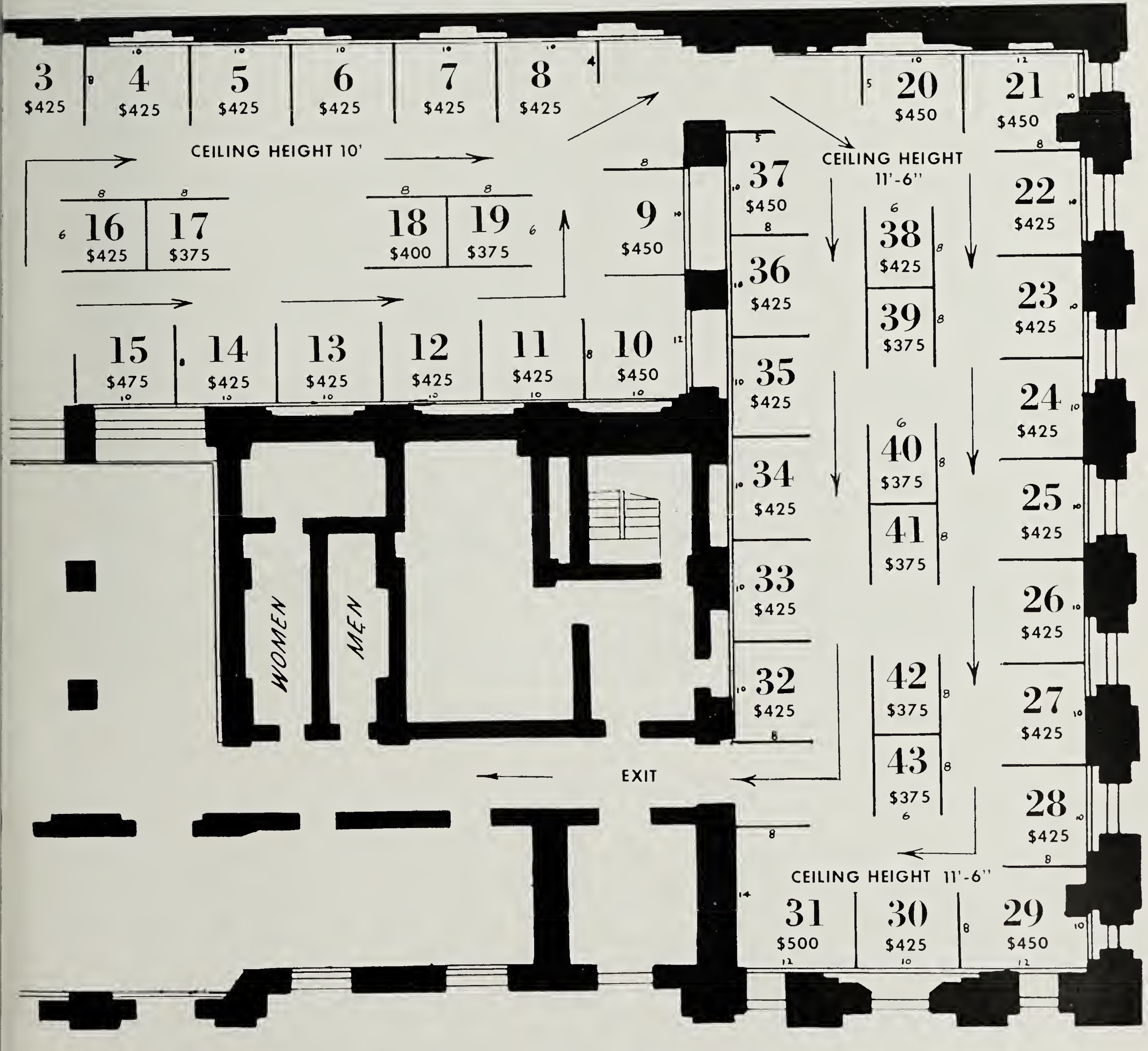
day of the show, only theatre equipment dealers and projectionists will be admitted to the exhibit area, to undergo special briefings by exhibiting manufacturers and suppliers on their new equipments.

This will also afford dealers and manufacturers an opportunity to work out distribution arrangements before the show is open to the public. After the briefing, supply dealers will, according to TESMA, be in a better position to assist the manufacturers in demonstrating and selling the equipment to prospective buyers during the next three afternoons of the trade show.

On the first day, while the dealers and manufacturers are in session at the trade show, theatre owners will be taken on a tour of new drive-in consessions buildings, drive-in expansions, new theatre construction, indoor theatre remodelings, and the latest in equipment installations. Afternoon activities during the meet will be scheduled exclusively in the exhibition hall.

Phil Silvers, famed as "Sgt. Bilko" will be the headline entertainer for the Pepsi-Cola Nightclub Party said Pepsi-Cola executive Edward C. Finneran and Allied convention

Continued on Page PE-10)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5 $425
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8 $425
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CEILING HEIGHT 10'
CEILING HEIGHT 11'-6"
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37 $450
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MEN
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32 $425
42 $375
27 $425
43 $375
EXIT
28 $425
CEILING HEIGHT 11'-6"
31 $500
30 $425
29 $450

CONVENTION & TRADE SHOW

Continued

chairman William M. Wetsman.

Pepsi-Cola will take the Allied conventioneers on a trip abroad. This is meant literally and not as a figure of speech, since Pepsi will actually take the entire National Allied Convention on an exciting, never-to-be-forgotten trip to another country! Ed Finnerman, manager of theatre sales, states that this is the only way in which he could top the fabulous Pepsi Party at the Latin Quarter during year's convention in New York.

The party this year will be held at the Elmwood Casino near Windsor, Ontario. On Wed. afternoon, Oct. 21st more than a thousand theatre owners and wives will be transported in a cavalcade of chartered buses from the Sheraton-Cadillac Hotel in Detroit "south of the border" into Canada. By a freak of geography Canada actually lies due south of Detroit.

A gala cocktail party will be held at the Elmwood Casino. Dinner menu will be choice sirloin steak with all of the trimmings from jumbo shrimp cocktail and French onion soup to an eclair dessert. Phil Silvers will star in the elaborate floor show which will feature many talented entertainers. After an unequaled evening of fun and revelry as quests of the Pepsi-Cola Company, the Allied Conventioneers will be returned to the United States at Midnight.

An impresive all-leather executive briefcase containing a 1965 booking calendar and a year's supply of convenient booking sheets will be the special gift from Universal Pictures to each exhibitor who registers in advance for the Convention, said Universal vice-president and general sales manager Henry H. "Hi" Martin.

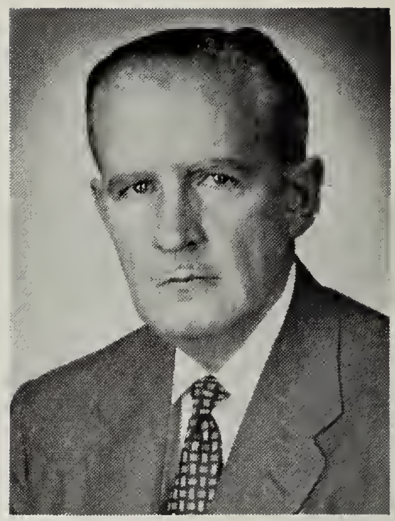
Conventioneers who send in their registrations far enough in advance will receive invitations to a surprise affair on Mon., and Oct. 19th, the first day of the Convention. This exciting event will not be included in the Convention Program nor in the regular convention registration. Because of the considerable preparation involved, this affair must be restricted to those who register in advance and who indicate by acceptance of the invitation that they will be present.

A.I.P. president James H. Nicholson and executive vice-president Samuel Z. Arkoff have announced that American-International Pictures will host theatre owners at a Celebrity Luncheon on Wed., Oct. 21st. This will be strictly a fun and frolic affair just like the American-International party which brought enthusiastic raves at the Convention in New York City last year.

National Screen Service Corporation will sponsor both the Merchandising Luncheon and the women's activities on the final day of the Convention, Thur., Oct. 22nd. NNS president Burton E. Robbins and general sales manager Mel Gold promise that the Merchandising Luncheon will feature an outstanding program and a distinguished speaker.

Larry Davee
President

Arthur J. Hatch
Vice-President


Merlin Lewis
Executive Secretary

A hard-hitting, laugh-provoking, fact-finding, entertaining Creative Management Clinic will be conducted on Thur. afternoon, Oct. 22nd by two nationally recognized authorities on marketing motivation, Fred Klemp and Dr. G. Herbert True. The Creative Management Clinic will be a specially designed two-hour presentation detailing and dramatizing the new management and selling techniques that assure profits and success. Psychologists True and Klemp utilize audio-visual aids, motion pictures, slides, tape recorders, sound effects, fire, magic and solid logic to drive home the practical approach to improving business through basic psychological principles.

Union Carbide Corp. (National Carbons) in the persons of Rod Johnstone, Bill Cosby, and Phil Freeman, will be host to conventioners at a gala reception and cocktail party on Thur., Oct. 22nd in the Book-Casino of the Sheraton-Cadillac Hotel.

Coca-Cola Co. will sponsor the Allied Awards Banquet in the Grand Ballroom of the Sheraton-Cadillac Hotel on Thur. evening, Oct. 22nd climaxing the festivities. The banquet dais will glitter with motion picture stars, film company executives and the nation's exhibitor leaders. A fabulous entertainment presentation will be featured. Coca-Cola will be represented by Harvey W. Westfall, theatre and concessions manager, and other Coca-Cola executives. National Screen Service Corp. and Union Carbide will be among the many firms which will maintain hospitality suites throughout the convention.

The Heart and Soul—

"The theatre equipment and supply manufacturers association is a live wire and potent influence in the motion picture industry. Interestingly enough, the manufacturers and suppliers represented by TESMA are the backbone of an industry which must depend on TESMA for research, development, new ideas, and equipment, and even for its very existence.

It is with a deep sense of responsibility that TESMA carries on this work. There are so many things which could be done through the expedient of exhibitor self-policing. There are so many sub-standard theatres, so much sub-standard equipment, so many operations (even outdoor drive-ins) using 16mm non-professional equipment.

The impression created by the minority of exhibitors becomes the front window through which the public, government and even producers of motion pictures form their images of our great industry. The engineer, the manufacturer, and the theatre supply dealer stands ready and anxious to help the industry to see itself. Obviously, progress costs money, but so do products for the theatre. So does the production of pictures, so does heat, light, and electricity.

We are selling entertainment which cannot be had without investment. The heart and soul of a motion picture theatre is the motion picture. We should not enconomize in the appointments of a theatre or the quality of presentation. To do so is slow death. Lets raise our sights and keep our industry in the important position it rightfully commands and deserves.

Larry Davee
President, TESMA

Theatre & Concession Equipment Exhibits

Exhibit Hall—Fourth Floor

MONDAY—2:00 p.m.—6:00 p.m. Open on Monday only to exhibiting manufacturers, equipment and supply dealers, and theatre projectionists.

TUESDAY—9:00 a.m.—12:30 p.m.
WEDNESDAY—2:00 p.m.—6:00 p.m.
THUSDAY—9:00 a.m.—12:30 p.m.

Complete Program

MONDAY, OCT. 19

AFTERNOON—2:00 p.m. DISCUSSIONS IN DEPTH—English Room (Mezzanine):
"Financing Shopping Center Theatres"
"Plight of the Small Theatre"
"Changing Distribution Patterns"
"Product Availability and Performance"
"Sales Policies and Trade Practices"
"Unfair 16mm Competition"
"Community Antenna Systems"

EVENING—6:00 p.m.-11:00 p.m. PLAYBOY CLUB—1014 East Jefferson Avenue (Dinner or drinks in the Penthouse).

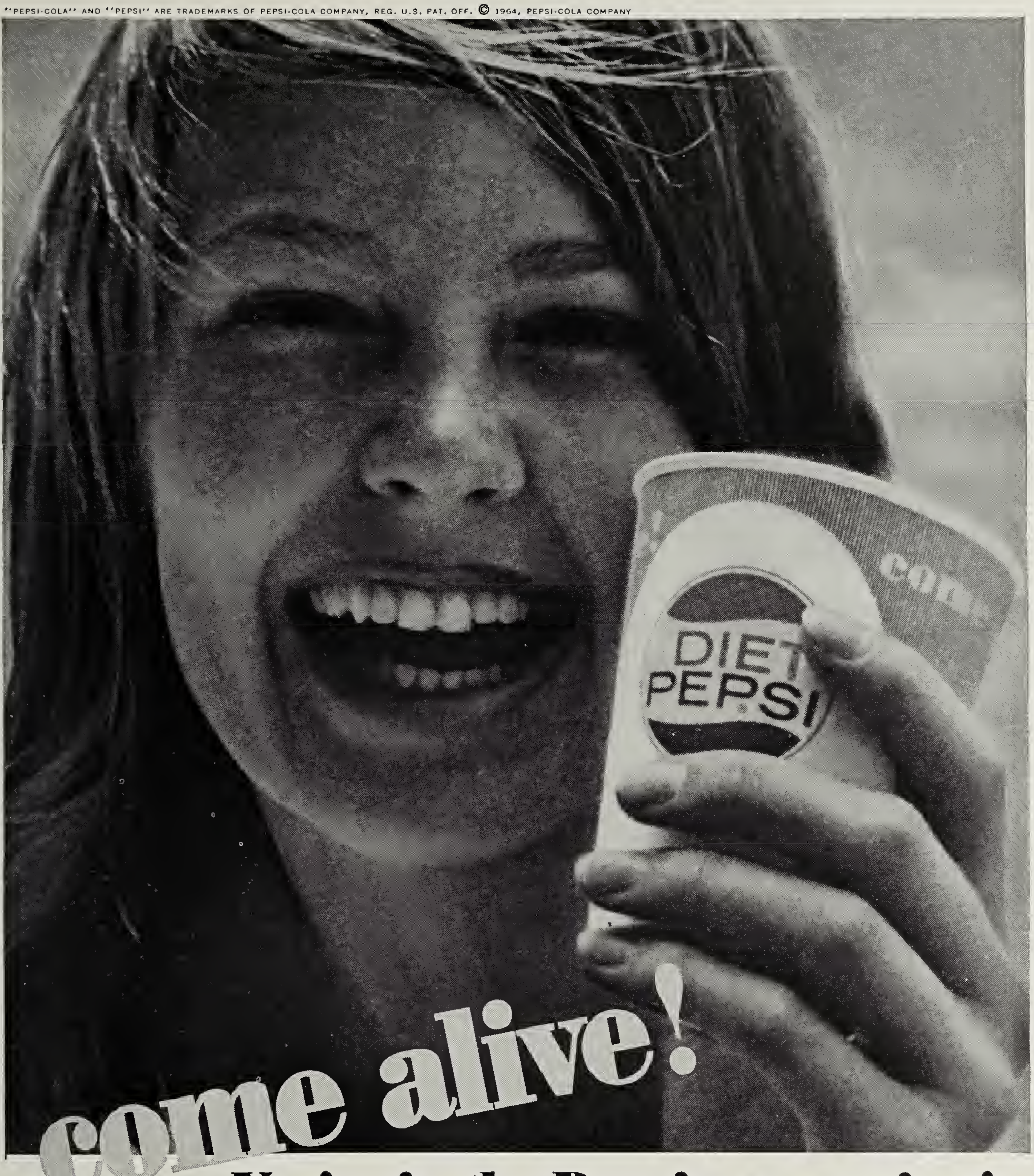
HOSPITALITY SUITES—
NATIONAL SCREEN SERVICE
Boulevard Room (sixth floor)
UNION CARBIDE CORP.
Presidential Suit—2519

TUESDAY, OCT. 20

MORNING—9:00 a.m.—THEATRE AND CONCESSION EQUIPMENT DISPLAYS—

(*Continued on Page PE-12*)

"PEPSI-COLA" AND "PEPSI" ARE TRADEMARKS OF PEPSI-COLA COMPANY, REG. U.S. PAT. OFF. © 1964, PEPSI-COLA COMPANY



You're in the Pepsi generation!

The modern drink for today's generation is Pepsi-Cola...both Diet and regular. Be sure you have them for your customers.

PEPSI-COLA

Complete Program—

(Continued)

Exhibit Hall (fourth floor).

11:30 a.m.—LADIES: Board chartered buses at the Michigan Avenue entrance for luncheon and fashion show at the Roostertail.

AFTERNOON—12:15 p.m.—KEYNOTE LUNCHEON—Grand Ballroom. Welcome by Hon. Jerome P. Cavanagh, Mayor of the City of Detroit.

Keynote Address by Lynn A. Townsend, president ,Chrysler Corp.

Hosts: ABC Consolidated, L & L Concession Co., Motion Picture Alexander Corp., and Pep Lines Trucking Co.

STATE OF THE INDUSTRY SESSION—2:00 p.m.

"An Anti-Poverty Program for Theatres" —Jack Armstrong, president, Allied States Association.

"Censoring Newspaper Ads"—Laurence Herman, advertising director, Detroit News.

"Film-Going With A College Education"—Mrs. Margaret G. Twyman, director of community relations for the Motion Picture Association.

"Tools of the Trade"—Martin Quigley, Jr., president of the Quigley Publishing Co.

"The Heart of Show Business"—Ralph Pries, first assistant international chief barker, Variety Clubs International.

"New Dimensions in Showmanship"—M. A. Ripps, president of Cinema Distributors of America, Inc.

EVENING—6:30 p.m. MOTION PICTURE ASSOCIATION RECEPTION — Woodward Room (fifth floor).

7:00 p.m.—MOTION PICTURE ASSOCIATION DINNER—Grand Ballroom. Host Companies: Allied Artists Pictures Corp., Buena Vista Distribution Co., Inc., Columbia Pictures Corp., Metro-Goldwyn-Mayer Inc., Paramount Pictures Corp., 20th Century-Fox Film Corp., United Artists Corp., Universal Pictures Co., Warner Brothers Pictures Inc.

8:30 p.m.—**SCREENINGS** OF MAJOR 1965 RELEASES.

WEDNESDAY, OCT. 21

MORNING—9:00 a.m. MOTION PICTURE PRODUCT SESSION—Madison Theatre, Woodward at Grand Circus Park.

AFTERNOON—12:15 p.m.—CELEBRITY LUNCHEON — Grand Ballroom. Host: American-International Pictures.

"A Starburst of Youth For The World's Young at Heart" with movie stars, entertainment, fun.

2:00 p.m.—THEATRE AND CONCESSION EQUIPMENT DISPLAYS — Exhibit Hall. Note: Miss America will be at the Pepsi-Cola booths.

2:00 p.m.—LADIES:—Mary Davis Gillies, Senior Editor of McCall's Magazine will speak and show a color slide presentation on "Popular Home Decorating"—English Room (Mezzanine).

EVENING—6:30 p.m. — PEPSI-COLA NIGHTCLUB PARTY—Featuring Phil Silvers —Cocktails, Dinner, Floor Show at the Elmwood Casino, Windsor, Ontario.

IMPORTANT: board chartered buses at Michigan Ave. entrance for transportation to Canada.

THURSDAY, OCT. 22

MORNING—9:00 a.m.—THEATRE AND CONCESSION EQUIPMENT DISPLAYS—Exhibit Hall.

10:30 a.m. — ALLIED THEATRES OF MICHIGAN, INC. — Reception Room

(Continued on page PE-16)

Allied-TESMA

Registration Information

Registration Desk on the fourth floor will be open daily from 9:00 a.m. to 5:00 p.m.

CONVENTION REGISTRATION—$40

(Wives accompanying husbands)—$20

All tickets required for admission to Convention affairs are furnished with the Convention Registration. Individual tickets may be purchased for affairs which are not completely sold out by Convention Registrations:

Luncheons, each—$5
Tues., Reception and Dinner—$10
Wed., Nightclub Party—$15
Thurs., Reception and Banquet—$10
All taxes and tips are included.

IMPORTANT

All tables will be reserved for the **NIGHTCLUB PARTY** on Wednesday and for the **BANQUET** on Thursday.

Coupons in the Convention Registration Books must be exchanged at the registration desk for Dinner Tickets and Table Reservations. Those who wish to sit together at the same table must exchange their coupons at the same time. No changes in seating can be made after tickets are issued.

LADIES

Women who wish to attend the special Ladies Programs on Tuesday and Thursday must exchange their Luncheon Tickets at the Registration Desk. Please exchange your coupons and tickets as soon as possible to assure that you will be accommodated.

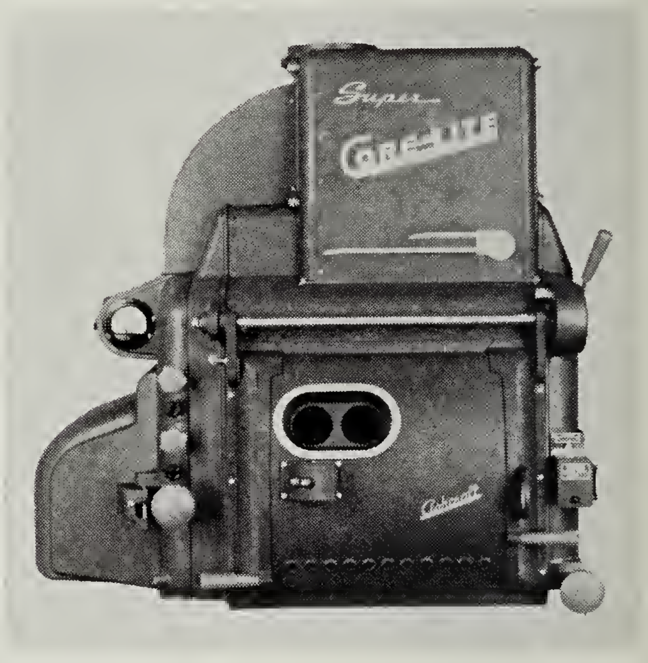
SCREENINGS

Major 1965 Releases will be screened on Tuesday evening following the Motion Picture Association Dinner. Be certain to exchange the coupon in your Convention Registration Book for a specific screening invitation at the Registration Desk before 5:00 p.m. on Tuesday.

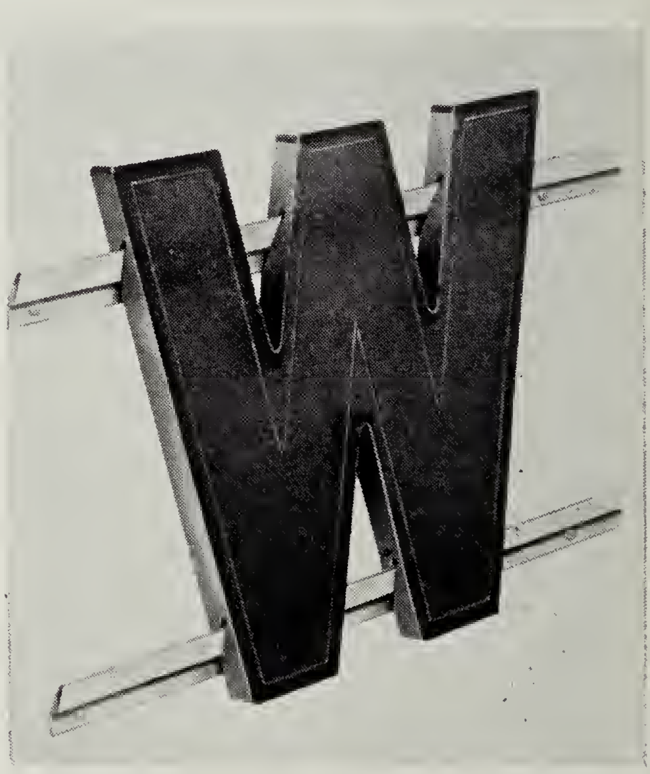
What To See . . .

Ballantyne

The Ballantyne PS-2, a complete line-amplifier on a plug-in type chassis. Matchbook cover shows relative size of the unit, to be exhibited at the trade show (booths number 28-29).

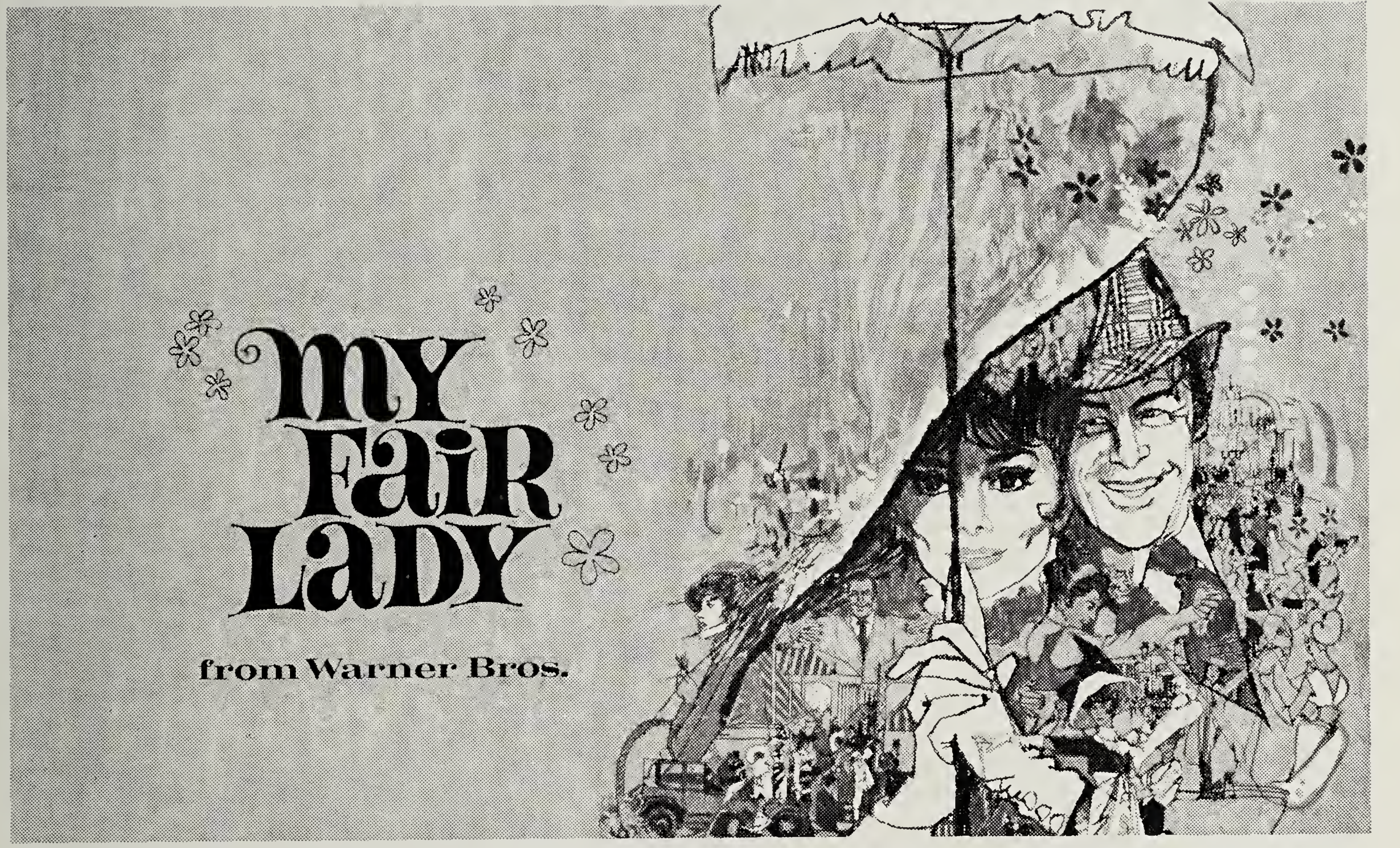


C. S. Ashcroft's Super Core-Lite projection arc lamps, as well as the Core-Lite series, will be on exhibit at the company's display in booths 9-10.



Wagner Sign Corp. will exhibit marquee letters and their new white on black frames and letters at booth number **33.**

Another Great 70mm Release



MY FAIR LADY, the all-time Broadway classic, has arrived as the "most loverly musical event of them all." A super Panavision 70 release from Warner Bros., "My Fair Lady" follows hot on the heels of last year's great lady, "Cleopatra," another 70mm release which is still setting boxoffice records. And what were some of the other 70mm releases before that? A few nice little pictures like "Around the World in 80 Days," "Ben Hur," "West Side Story," "Exodus," "Lawrence of Arabia" and many more of comparable stature. The point is simply this. The big hits . . . the big *profitable* hits . . . are being filmed and released in a 70mm process because it's the only way they can be shown all their spectacular brilliance.

And when it comes to selecting equipment for projecting these films . . . there is nothing comparable to the Academy Award winning Norelco Universal 70/35. Norelco 70/35's are the most widely used, most thoroughly proven and most technically advanced. They're not only superior for 70mm projection . . . but in less than 4 minutes convert to smooth performing, rugged and trouble-free 35mm mechanisms as well.

Whether you're building a new theatre or modernizing an older theatre . . . projectors are a comparatively small part of the total cost. And an even smaller part is the difference in cost between equipment that limits you to 35mm films and equipment that allows you to exhibit the tremendous new 70mm attractions. Think ahead and you'll agree that *for today and tomorrow Norelco 70/35 is your wisest investment.*

Norelco® MOTION PICTURE EQUIPMENT DIVISION

NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd Street, N.Y. 17, N.Y. • Phone: 212-OX 7-3600

NAC Sees Big Things Ahead

Concessionaires Reelect Redstone To Second Term; Map Drive To Recruit All Food Service Industries

CHICAGO—Edward S. Redstone, newly elected for a second term as president of the National Association of Concessionaires, which concluded its annual convention and trade show held at the Conrad Hilton Hotel here, stated the intention of the association was to "broaden it's base of operations" during his second year in office so that all segments of industries who participate in food service will be able to have a voice in the expansion of the industry that has become the fourth largest in the country.

Not only theatres, parks, rinks and arenas and other show business outlets, but restaurants, department and discount stores, motels and others are increasingly becoming important cogs in the industry.

The know-how of NAC, he said, has become increasingly important to the managers of these outlets, and it is because of this fact that the broadening of the base and the expansion of its activities is being undertaken.

Along with the re-election of Redstone, other officers re-elected were James O. Hoover, executive vice-president, Sydney Spiegel, first vice-president, Jack O'Brien, second vice-president. A new officer, Nat Buchman was elected treasurer. Augie J. Schmitt remains as chairman of the board and Louis L. Abramson remains as executive director.

New directors elected for four year terms were J. C. Evans for the Equipment Manufacturers segment; Julian Lefkowitz for the Concessionaire and Automatic Merchandiser Operator segment; John D. Reynolds for the Suppliers segment; Don W. Mayborn for the Popcorn Processors, Manufacturer Wholesale and Merchandiser segment.

Just prior to the official opening of the convention at the Hilton, the board of directors met in full attendance. Optimism was the keynote of the talk delivered by Redstone as he announced the start of an intensive new membership drive. With the concession industry booming as never before, everyone in the concession business he said, will be canvassed.

James O. Hoover, chairman of the general convention committee reported an excellent registration as of the first morning, and indicated that close to three thousand attended. Concessionaires from the entire ten state midwestern region were on hand.

Exhibit chairman Spiro J. Papas reported that the eighty exhibitors occupying one hundred and ten booths at the Trade Show indicated one of the most successful of all NAC conventions.

A progress report by NAC Executive Director Louis L. Abramson pointed to the giant strides made by the industry during the past year which indicated that the forthcoming membership drive would be highly successful.

With the public enjoying increased leisure time, Abramson predicted that the concession industry would surpass all previous records. Even overseas concessionaires are beginning to profit from this vogue, and the foreign market is becoming increasingly more important.

All in all, the directors expressed the opinion that the concession industry has really just begun to grow and that the potential is unlimited with every facet of life in America pointing to increased concession patronage.

Miss Phyllis Haeger of the Popcorn Institute was the principle guest speaker at a thoroughgoing Popcorn seminar at a session of concessionaires. Miss Haeger made a progress report on the public relations program carried on by the Institute, emphasizing the exploitation tie-ups with various related organizations that has resulted in reams of newspaper and magazine feature material, radio and television coverage beyond price.

Through the medium of carefully prepared charts, she traced this coverage and presented a truly gigantic-sized report.

Other speakers at the seminar were John W. Kirkbride of the Grain and Hay section, Field Crop Statistics Branch of the Agriculture Department who forecast a low yield from year's popcorn crop, George K. Brown of the Wyandot Popcorn Co., Marion, Ohio, who spoke of conditions in the area, as did Arthur Vogel of Vogel and Son Popcorn Co., Hamburg, Iowa and Forest Wanberg, Jr., of Wanberg Popcorn Co., Middlebury, Ind.

Regional reports on new ideas and methods being used to promote popcorn sales were made by Augie J. Schmitt of Houston, Texas; Harold F. Chesler of Salt Lake City, Utah; and Sydney Spiegel of Toronto, Canada.

Report from Chicago:

On The Loose at The Hilton

THIS YEAR'S TRADE SHOW at the combined conventions of the National Association of Concessionaires and Theatre Owners of America saw the same brisk activity and interest in new equipments of all kinds that made news at last year's bustling New York show.

Noticeable was the continued importance given these industry shows by the supply dealers and manufacturers who brought their wares of all kinds to the attention of theatremen buyers present from every part of the country.

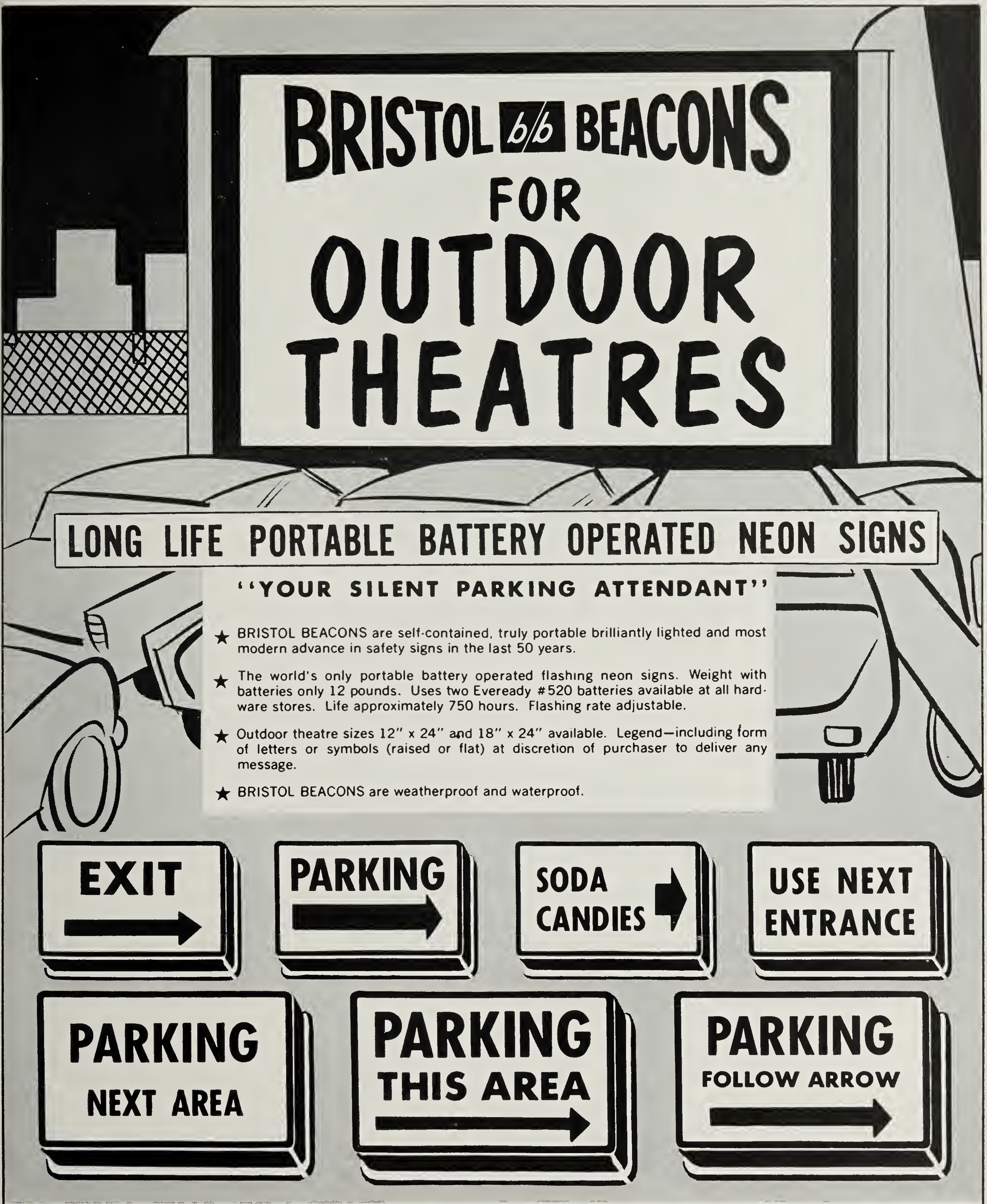
Eighty exhibitors had countless pieces of equipment on display, ranging from popcorn warmers to heavy duty projectors. More manufacturers of concessions equipment than ever before, lured by the prospects of the revitalized motion picture theatre market, were in evidence, as well as a heavy turnout of more familiar names.

Seen at the Hilton booths during the week-long exhibition this year were: AMERICAN SEATING CO.'s new line of theatre and auditorium chairs featuring basic new design permitting wide choice of color and style in end standards, backs and seats—for the decorator touch at competitive prices. . . .

Activity in the BALLANTYNE INSTRUMENTS & ELECTRONICS booth, which featured Norelco projectors, Ideal Seating's new chairs, In-Car heaters for drive-ins, speakers,

(*Continued on page PE-19*)

Members of National Association of Concessionaires at their Annual Membership Meeting, re-elected the following Officers for a second term: (L to R) Jack O'Brien, New England Theatres, Boston, second vice-president; Sydney Spiegel, Super Puff't Popcorn Co., Ltd., Toronto, first vice-president; Edward S. Redstone, Northeast Drive-In Theatres Corp., Boston, president; James O. Hoover, Martin Theatres, Columbus, Georgia, executive vice-president; Louis L. Abramson, executive director. Newly elected treasurer, Nat Buchman, Theatre Merchandising Corp., Boston was absent.


EXIT
PARKING
SODA
CANDIES
USE NEXT
ENTRANCE
PARKING
NEXT AREA
PARKING
THIS AREA
PARKING
FOLLOW ARROW

BRISTOL b/b BEACONS FOR OUTDOOR THEATRES

LONG LIFE PORTABLE BATTERY OPERATED NEON SIGNS

"YOUR SILENT PARKING ATTENDANT"

- ★ BRISTOL BEACONS are self-contained, truly portable brilliantly lighted and most modern advance in safety signs in the last 50 years.
- ★ The world's only portable battery operated flashing neon signs. Weight with batteries only 12 pounds. Uses two Eveready #520 batteries available at all hardware stores. Life approximately 750 hours. Flashing rate adjustable.
- ★ Outdoor theatre sizes 12" x 24" and 18" x 24" available. Legend—including form of letters or symbols (raised or flat) at discretion of purchaser to deliver any message.
- ★ BRISTOL BEACONS are weatherproof and waterproof.

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Patrons watch sharp pictures, hear crisp sound . . . and *you* watch 'em lining up at the boxoffice. That's the way it goes when the RCA Planned Theatre Service Program cares for your expensive equipment the way it deserves.

Your RCA Theatre Service Engineer is an expert on optical and magnetic, four or six track sound systems. Behind him stand RCA's 36 years of theatre service experience, intensive specialized training, strong field and home office technical support.

Call the office near you, or write:

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RCA SERVICE COMPANY

A Division of Radio Corporation of America
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The Most Trusted Name in Electronics
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EXHIBITING FIRMS

ADLER SILHOUETTE LETTER COMPANY—Booth 2—Marquee and sign letters.

ALEXANDER SMITH, INC.—Booths 3-7—Carpets.

AMERICAN SEATING COMPANY—Booth 8—Seats.

C. S. ASHCRAFT MANUFACTURING COMPANY — Booths 9 and 10 — Arc Lamps.

BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.—Booths 28 and 29—Projectors, transistor sound, speakers, towers, and marquees.

BAUSCH AND LOMB, INC.—Booths 3-7—Projection lenses.

BEVELITE CORPORATION—Booths 3-7—Marquee letters and backgrounds.

BRISTOL ELECTRONICS—Booth 27—Neon signs.

CASTLEBERRY'S FOOD COMPANY—Booth 26—Concession food items.

CENTURY PROJECTOR CORPORATION—Booth 1—Projectors and sound equipment.

CHEMSTRAND—Booths 3-7—Acrilan fiber for commercial carpeting.

CINESOUND SERVICE CORPORATION—Booths 3-7—Simplex drive-in speakers, equipment.

THE COCA-COLA COMPANY—Booths 20-22—Beverage dispensers.

DITMICO—Booths 3-7—Drive-in heaters.

DRIVE-IN THEATRE MANUFACTURING COMPANY—Booth 36—Drive-in equipment.

EPRAD, INC.—Booth 11—Heaters, car counters.

GENERAL PRECISION LABORATORY—Booths 3-7—Simplex projectors and sound.

GENERAL REGISTER CORPORATION—Booth 23—Ticket machines.

HEYWOOD-WAKEFIELD COMPANY—Booth 34—Seats.

HOL'N ONE DONUT COMPANY—Booth 37—Concession equipment.

IDEAL SEATING COMPANY—Booths 28 and 29—Seats.

IRWIN SEATING COMPANY—Booth 24—Seats.

KOLLMORGEN OPTICAL CORPORATION—Booths 3-7—Lenses.

LAWRENCE COMPANY—Booths 3-7—Lobby posts and ropes, crowd control equipment.

MILSTEIN AND BROWN—Booths 3-7—Vinyl stairtreads.

NATIONAL CARBONS—Booths 12 and 13—Arc carbons.

NATIONAL THEATRE SUPPLY COMPANY AND GENERAL PRECISION EQUIPMENT CORPORATION—Booths 3-7—Equipment, service, supplies.

NORTH AMERICAN PHILIPS COMPANY, INC.—Booths number 28-29—Projectors.

PEPSI-COLA COMPANY—Booths 14-15—Beverage dispensers.

POBLOCKI AND SONS—Booths 3-7—Lobby frames, marquees.

RAM METER, INC.—Booth 32—Insect control.

SAFEGUARD RUBBER PRODUCTS COMPANY—Booths 3-7—Nosing for carpeted stairs.

SELBY INDUSTRIES, INC.—Booths 3-7—Drive-in screen towers, fences, boxoffices.

SPATZ PAINT INDUSTRIES, INC.—Booths 3-7—Paint for drive-ins.

STANDARD ENGINEERING CORPORATION—Booth 35—Playground equipment.

STRONG ELECTRIC CORPORATION—Booths 30 and 31—Projection lamps.

THERMOLATOR CORPORATION—Booths 3-7—Drive-in heaters.

UNION CARBIDE CORPORATION—Booths 12 and 13—Arc carbons.

WAGNER SIGN CORPORATION—Booth 33—Marquee letters and frames.

WALKER AMERICAN CORPORATION—Booths 3-7—Screens.

ALLIED-TESMA PROGRAM •

(*Continued from page* PE-12)

(fourth floor)—ANNUAL MEMBERSHIP MEETING & Election of Directors.

11:30 a.m.—LADIES: Board chartered buses at the Michigan Avenue entrance for private luncheon at the Henry Ford Estate and afternoon tour of Greenfield Village (one of the top 10 tourist attractions in the United States).

AFTERNOON—12:15 p.m.—MERCHANDISING LUNCHEON—Grand Ballroom, Host: National Screen Service Corp.

1:30 p.m.—MERCHANDISING SESSION—Grand Ballroom. "TICKET STUBS 1965"—A capsule Musical Revue of Skits, Spoofs & Selling Tips.

CREATIVE MANAGEMENT CLINIC—Fred Klemp & Dr. G. Herbert True.

EVENING—6:00 p.m.—THE PRESIDENT'S RECEPTION—Book—Casino (lobby floor). Host: Union Carbide Corp.

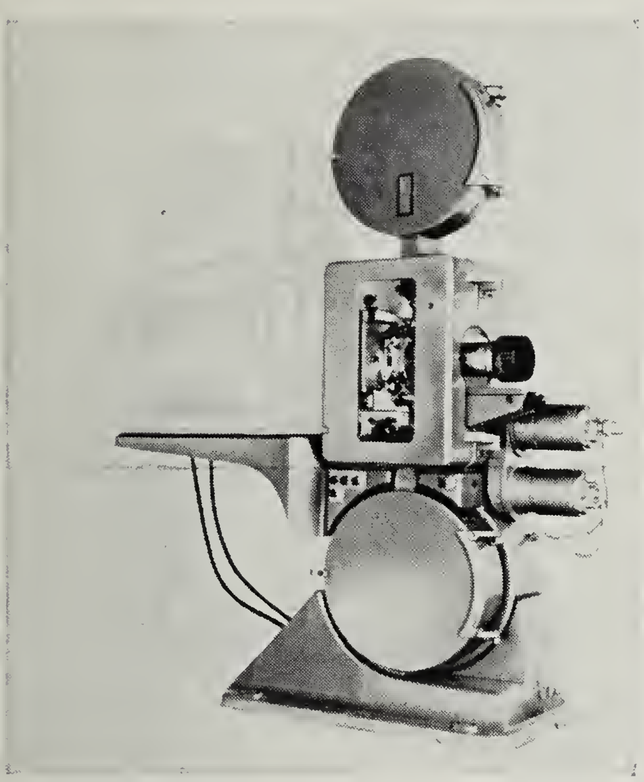
7:00 p.m. — AWARDS BANQUET — Grand Ballroom. Host: The Coca-Cola Co.

Addresses: Honorable Philip A. Hart, United States Senator.

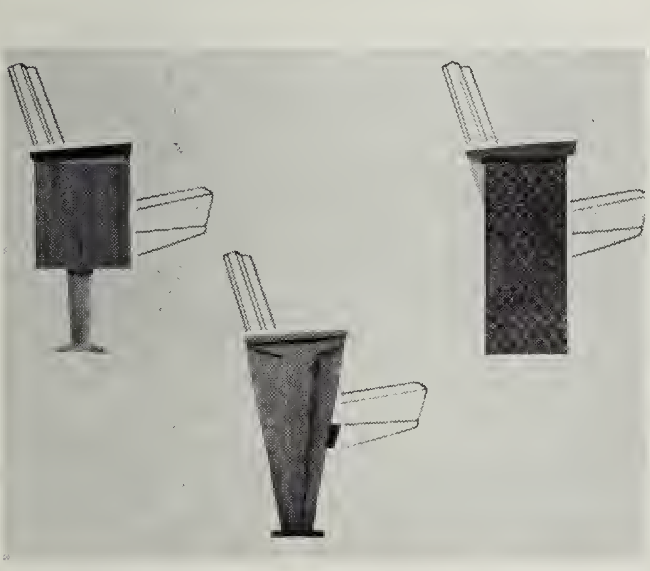
Honorable Martha W. Griffiths, Member of Congress.

AWARDS:—
Star of the Year
Producer of the Year
Exhibitor Trip to 1965 Mardi Gras

What To See . . .



Norelco Universal 35/70mm projector, designed to handle 70mm film and convertible for 35mm operation in less than 4 min., will be displayed in booths numbers 28-29.



The Stellar Series, by American Seating Co., will be exhibited in booth 8. New line offers wide choice of end standards, panels, backs and fabrics, emphasizing modern auditorium decor requirements.

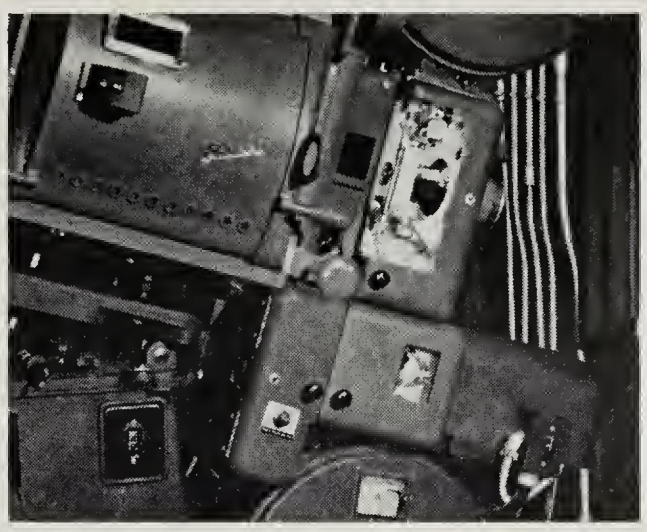
Indoorer Set For San Diego

BOSTON—Roger Lockwood, Lockwood and Gordon Enterprises, Inc., headquartered here, reported start of construction on a 1,000-seat deluxe all-purpose theatre next to the May Company in San Diego, Calif., at Mission Valley Shopping Center.

Completion of the new theatre project is expected early in January, 1965, Lockwood said, and it will be called Mission Valley Theatre after Mission Valley Shopping Center.

Contractor on the theatre is the R. E. Hazard Co., and the new theatre will incorporate latest, most-up-to-date equipment for convenience and luxury featuring a unique outdoor patio waiting area built around a reflecting pool.

Unlimited free parking will be offered. Lockwood and Gordon Enterprises of Boston also built the Cinerama Theatre in San Diego.



National Theatre Supply's Simplex XL projector will be displayed for the trade at the company's booths (numbers 3 through 7) as well as many other products in NTS's complete line.

Heywood-Wakefield TC-1021 seats, part of a new series of decorator type theatre chairs with wide options as to fabric, end standords, and backs, will be exhibited at booth number 34.

Listed by Underwriters Laboratories and Canadian Standards Assn.

GOLDEN HOT-SHOT HEATER

Before You Buy A Cheaper Heater Make Sure You Can Afford It . . .

Eprad builds more drive-in heaters than anyone (90% of new heater installations in 1963). No one has lower production costs. So if you can buy another heater at a lower price, it's cheaper in more ways than one—something vital has been eliminated. If so, it will do a poor job of heating cars or maintenance cost will be higher. Either way, you can't afford it—it'll cost you much more than you saved.

Before you buy heaters, get all the facts and compare. We'll be happy to provide complete Hot-Shot information. In addition, we also can supply theatre wiring diagrams, cold weather operation and promotion details, and a long list of Hot-Shot owners you can check with. Call your Eprad dealer or write to us today.

SPEAKERS • HEATERS • JUNCTION BOXES
CASH CONTROL SYSTEMS • SOUND SYSTEMS

Sold Internationally Thru Theatre Supply Dealers

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Visit us at the Allied Convention—Booth 11

SERVING THE THEATRE INDUSTRY SINCE 1947

Switzer's
LICORICE
DOUBLE PACK 15¢
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25¢

NEW 15¢ DOUBLE PACK
(60 ct.)
SWITZER'S
Old-Fashioned Licorice
and Cherry Red in bars
and bags.
10¢ Bar (100 ct.)
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25¢ BAG (12 or 24 ct.)

HEYER-SHULTZ
UNBREAKABLE
METAL
REFLECTORS
• MAXIMUM SCREEN ILLUMINATION
• GUARANTEED 5 YEARS!
Write for literature or see your Theatre Supply Dealer.
HEYER-SHULTZ, Inc. Cedar Grove, N.J.

Why Optimism Reigns:

Who Said Horatio Alger Died With Income Tax?

CHICAGO—Ten years ago, we might have made book on most exhibitors and distributors not being able to tell us who Nicholas George was. Today, happily for this Detroit paragon of success, we would take you on still, for even money, that is.

Nicholas George, and a lot of other business men like him, are the flesh and blood behind the "boom" that still has us in its cheery grips. Out at the trade show here in Chicago, this plucky little Detroiter and his counterparts from all over the country, represented the real hope for a good many people connected with the business.

George, who came to America from his native Greece some years back, currently operates four drive-ins and five indoor theatres in the Detroit area. One of them, the Mai Kai, is probably known to almost every exhibitor for either its striking decor and architecture or the phenomenal grosses it has been racking up since it opened to the public last year.

His circuits' plans for the immediate future include construction of two downtown situations in a multi-million dollar project, and two suburban shopping center theatres! The downtowners, with 1,250 seats apiece, and the suburban houses with 1,500 seats each will add 5500 chairs to George's boxoffice dreams—and, characteristically, he plans to fill every one of them as often as possible.

What is impressive about the success of this theatreman is the simplicity in which he has approached his conquest of the Detroit area. The public was there, the film product was good, and people knew quality on the screen and would pay to see it, said Nicholas George. To back his words, he is investing some $2½ millions in his new ventures.

We said a lot of people were rooting for the Nicholas Georges—like the equipment manufacturers that will have to supply projectors, carpet, seats, speakers, and so on out the front door. This also means added employment opportunities for booth help, managerial people, and other staffers. It also means some first class playdates in the Detroit area for distributors with a circuit that isn't happy unless they're turning them away.

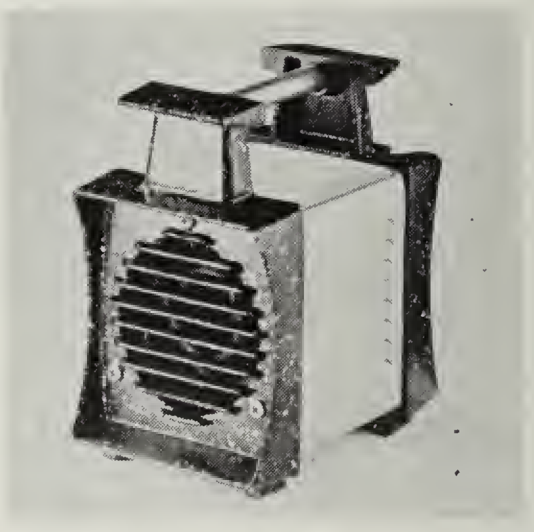
Multiply Nicholas George times 50 or a hundred and it comes out roses for everybody. Who said Horatio Alger is dead? Not Nick George!

* * *

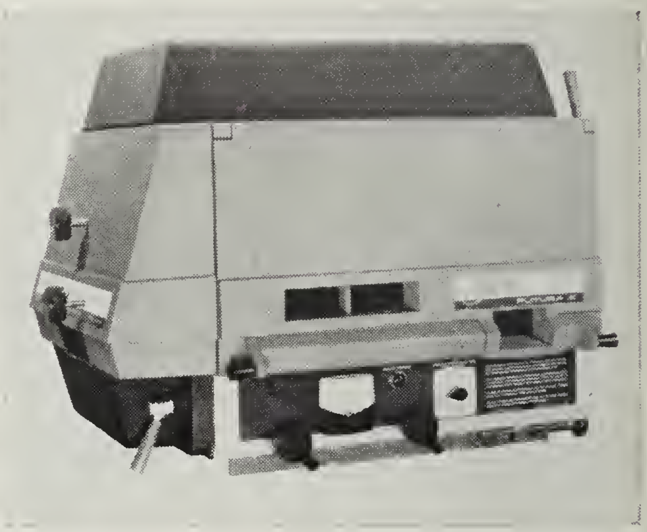
trans-lux
MARLON BRANDO
"THE UGLY AMERICAN"
THE UGLY AMERICAN
DWORMAN

Adler Silhouette Letter Co. will show marquee and sign letters at their exhibit in booth number 2.

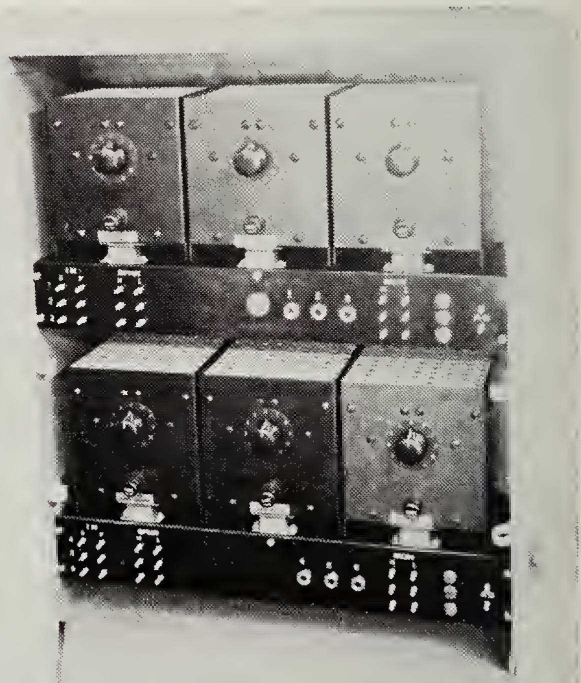
What To See . . .



Eprad's line of Golden Hot Shot in-car electric heaters will be displayed in the firm's booth (number 11).



Strang Electric Corp.'s new Futura Series lamps (Futura II shown in photo) with automatic crater position and feed control will be an dispaly in booths number 30-31.



At the Century Projector Corp. exhibit (booth number one) sound equipment including the 6/4/1 transistorized system (power amplifier shown in photo) and projectors will be shown.

Report From Chicago

(Continued)

and the new model quick-cook pressure fryer. . . .

BRISTOL ELECTRONICS' energetic Max Myers showing his new, portable flashing neon signs for use in the outdoor theatre. . . .

Frank Riffle, new president of CARBONS, INC., demonstrating the new Cinemeccanica 35/70mm projector, Xenon lamphouses, and Lorraine Arc Carbons. . . .

John Reynolds, at the CASTLEBERRY'S FOOD exhibit, interesting exhibitors in sampling his company's pit-cooked barbecue sandwiches. . . .

The full cintingent of COCA-COLA representatives at the Coke booths to greet customers and display the new Satellite Beverage System and the new Multiplex Meteor Dispensers. . . .

Charles Cretors and H. E. (Ed) Chrisman at the CRETORS & CO. booth explaining their new carmelcorn equipment, Perfection Candy Floos Machines, and the Cretor's line of popcorn equipment to visitors. . . .

Dick Cole, Stanley Gaines, et al, introducing the new line of DITCHBORN Vending Machines, cold drink vendors, hot coffee and whipped chocolate vendors, the Minisnack all-purpose vendor, and the Minibar complete matched line. . . .

The DR. PEPPER booth featuring Dr. Pepper and Dietetic Dr. Pepper fountain vending syrups and dispensing equipment. Prominently displayed was the hot Dr. Pepper unit, samples from which produced surprised and pleased reactions from exhibitors who 'had never tried the stuff.'

EPRAD, INC. with Al Boudouris, president, guiding demonstrations of the firm's new Car-Chek, electronic boxoffice security system for drive-in theatres. Also shown to the trade were Golden Hot-Shot electric, in-car heaters, speakers, junction boxes and sound systems, with Mrs. B contributing a bit of charm on location during her occasional visits to the booth area. . . .

GRIGGS EQUIPMENT with Frank Butler, sales manager, proudly demonstrating the Griggs' Push-Back chairs with new, ultra-modern design treatment. . . .

HEYWOOD-WAKEFIELD's impressive line-up of theatre chairs proving themselves to touring exhibitors, who took the opportunity to stop and test them while resting weary feet. . . .

Charles Manley, at the MANLEY, INC. exhibit, impressing the delegates with his new, giant capacity, automatic commercial popper, which popped a few ears with its 4,000 lb.-per-day capacity—using less than one hour of labor no less! Mr. M also enthusiastic over his Visto-Pop line of floor model poppers and warmers. . . .

Fred Massey and John Dawsey of MASSEY SEATING, giving live demonstrations of the quality material and workmanship that goes into a Massey-rehabilitated theatre chair at their booth. . . .

NATIONAL THEATRE SUPPLY CO. showing practically everything a theatre needs and with enough company brass on hand to sell it—including Bill Turnbull, president; and vice-presidents A. F. Baldwin, R. L. Bostick, J. E. Currie, L. C. Ownbey, J. W. Servies, ETC., ETC. Ed Note: (Say! Who's minding the store, fellows?) . . .

NESTLES CO.'s Ted Fowler, affable as always, passing out samples (Crunch favored by the MPE staffers) and greeting exhibitors, all of whom seem to like handling the Nestle line. . . .

Ed Finneran, that good-looking and energetic PEPSI-COLA guy (who gets a special pat on the back for operation 'hospitality suite')—not to mention the Pepsi fountain girls at the trade show booths refreshing guests—or the bouncy Hawaiian style Pepsi party. . . .

STAR MANUFACTURING CO.'s booth featured the Star popcorn machines, peanut roasters, Helmco-Lacy drink dispensers, hot dog equipment and other food preparation equipments, with John Ashby on hand to greet visitors. . . .

ROYAL CROWN COLA's exhibit was tended by the well-liked J. B. Cooper, with exhibitors queued up to sample Royal Crown Cola, Nehi and the new sugar-free Diet-Rite Cola. . . .

Cliff Callender was kept busy enough at the STRONG ELECTRIC booth showing the new Futura II projection lamp, Bi-Powr rectifier, and the X-16 Xenon lamp. . . .

Typical of the service to exhibitors that Union Carbide's CARBON PRODUCTS Division has given through the years was the managing of their exhibit. Qualified personnel were on hand at the booth to field questions on projection lighting problems. The Carbon Products' linup included J. W. Bill Cosby, Phil Freeman, J. B. Haynes, S. B. "Chip" Morley, W. T. Brenner, and Veryl Johnson. Ed. Note: (Service at their hospitality suite, one of the more popular evening haunts, was just as attentively handled.) . . .

THE VENDO CO.'s demonstration of the versatility of their new Vendo-Continental-Apco food service and refreshment equipment drew many to the firm's booth. It appears they have a vend unit that will handle any type of food or beverage! . . .

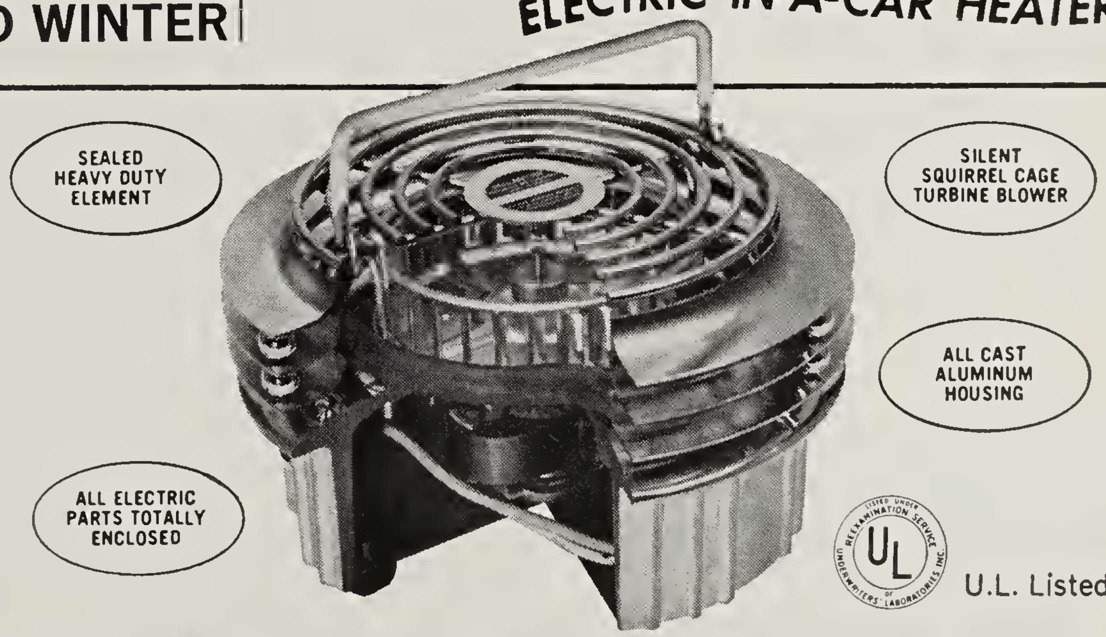
WAGNER SIGN SERVICE created a stir with their bold new white-on-black sign letters and mounting equipment, most dramatic and effective! President E. Wagner and W. F. "Jake" Jacobsen and C. J. Krasula were on hand to give the many interested exhibs details. . . .

Many other friends, old and new, from both the concessions and theatre equipment fields were also on hand including Shelley Feldman of American Machine & Foundry, Leon Prince of Bally Case & Cooler, Francis Keilhack of Drive-In Theatre Mfg. Co., Larry Blumenthal and Ken Fell of Flavo-Rite, Gene Sullivan of Henry Heide, Sal Arena of Origena Pizza Crust Co., John Bonner of Pillsburys, Irving Singer of Rex Packaging, LeRoy Roberts of Romar Vide, Orlando Follon of Selmix, Cliff Lorbeck of Supurdisplay, and many others.

KEEP CUSTOMERS THIS FALL AND WINTER

Ballantyne 360

ELECTRIC IN-A-CAR HEATER


SEALED HEAVY DUTY ELEMENT
SILENT SQUIRREL CAGE TURBINE BLOWER
ALL CAST ALUMINUM HOUSING
ALL ELECTRIC PARTS TOTALLY ENCLOSED

U.L. Listed

DO IT NOW!

There's EXTRA PROFIT in a Longer Season

Keep those hard-won summer customers. Do it now when you have plenty of help. Add comfort on those cool autumn and winter evenings. Ballantyne 360 provides full circle, non-directional, all-around heat, and efficiently. Check these features, then call us for all the facts: All electrical connections are enclosed in Rugged aluminum housing. Heating element and motor secured for rough usage. Trouble free switch. Thermostat is new type snap action. Fast heating element. Trouble free motor with special bearing and stainless steel shaft. Air Rotor guard heavy steel wire—corrosion resistant. All parts aluminum or stainless steel may be replaced individually without buying associated assemblies. Simplified servicing—one minute for disassembly. Theft proof screws.

Ballantyne INSTRUMENTS & ELECTRONICS, INC.
A Division of ABC Consolidated Corporation
1712 Jackson St. Omaha, Nebraska 68102

Non-theatre AV Sales Up

NEW YORK—Expenditures in the nontheatrical motion-picture and audio-visual field increased 3.6 per cent in 1963 over the preceding year, reaching an estimated $638 million.

TAKE A TIP
on Seating from Exhibitors Who've learned the Hard Way!

We've stacks of figures that tell sad tales of attendance dips and big losses . . . as well as upswings in BO and business records, traceable to SEATING. Naturally, since this is our sole interest and business, we have the experience as well as the figures to help you. Dump your seating problems in our lap. We'll save you lots of theorizing and money. And a chat with us won't cost you the price of a single admission.

now featuring
MASCOFOAM SEAT CUSHIONS
More durable, more comfortable, safer. Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

MANUFACTURERS:
Foam rubber & spring cushions; coverings.

DISTRIBUTORS:
Upholstery fabrics, general seat supplies.

Inquire about our
5-7 Year Leasing Plan

MASSEY
SEATING CO.
100 Taylor St., Nashville, Tenn.
Phone: Chapel 2-2561

Nutmeg Expands With New Indoor And Remodeling Of Old Norwalk

NORWALK, Conn.—Plans for a $750,000 expansion and modernization program to serve the anticipated growth of the Fairfield County movie-going public were announced recently by the Nutmeg Theatre Circuit, Southern Connecticut independent chain.

The opening this past summer of the new Wilton Cinema, the first such entertainment facility in the town, and the complete rebuilding of the Norwalk theatre this fall are the first-priority objectives. On the planning board is major reconstruction of the Fine Arts in Westport.

All the changes will incorporate the latest developments in screen and sound techniques, circuit executives said.

The projects are the first in many years in the area theatre field, in which the Nutmeg circuit has been active since 1952.

The new Wilton Cinema in the Gateway Shopping Center on Route 7, near the Norwalk line, was designed by Burton S. Yolen, A. I. A., of Byram, and seats 600 in the orchestra and loge.

The latest projection and stereophonic developments are utilized, as well as new, modern seating with comfortable spacing. The Wilton also has 16mm projection available to schools and community organizations outside the regular theatre hours. There is also a lower-floor lounge large enough to accommodate exhibits and parking space for 700 cars.

The Norwalk Theatre, long an uptown Norwalk landmark and now advantageously situated adjacent to the redevelopment and relocated Route 7 areas, is undergoing an entire rebuilding. All the interior will be gutted and the front wholly transformed. New seating will be installed for 650 in the orchestra and 300 in the balcony. A wall-to-wall screen and new projection system will make available all modern processes of sound and picture. Adjacent areas accommodate 1,000 cars.

The job is expected to be finished in time for a Christmas reopening.

It was in 1953 that the three Nutmeg partners—Norman Bialek of Westport and Leonard E. Sampson and Robert C. Spodick of New Haven—took over the then-dark, Norwalk, remodeled it, and brought it to life as a showplace of American and foreign movies.

Nutmeg has been operating in Connecticut since 1945, when it began at the Lincoln theatre, the state's original, the first house in the state to feature foreign films and since then established as the only Connecticut theatre showing foreign films the year-round. In 1948 Nutmeg acquired the Crown in New Haven, and in 1952 crossed the Fairfield County line and took over the Fine Arts in Westport, now regarded as one of America's foremost suburban operations.

In 1961 Nutmeg started its fourth Fairfield County unit, the County Cinema on Kings Highway in Fairfield, where a number of runs of record length have been established.

General manager of the Nutmeg circuit for all Fairfield County operations is Don Iogha of Norwalk.

Pepsi Unveils Ad Plans

NEW YORK—"Come Alive! You're In The Pepsi Generation!" will be the new theme of Pepsi-Cola Co., advertising-promotional effort in all media for the balance of this year and in 1965, it was announced here at the conclusion of a four-day marketing conference held with the company's bottlers at the Waldorf-Astoria Hotel.

The new theme and a new song represent the biggest changes from the company's "Now It's Pepsi For Those Who Think Young" campaign, in use since 1961. The total "Come Alive" program will be the biggest and most expansive in the company's history. A record Pepsi effort plus the multiplying effect of combined area plans by bottlers, pooling their media funds in hard-hitting area and regional plans, will give the product more dollar weight, more media frequency, and more promotional effort than at any time previous in the company's history.

Media exposure will include nearly 1,500 newspapers, using black-and-white, R.O.P. and Pre-Print color, will be enlisted in the drive. "Newspapers represent for Pepsi-Cola Company the perfect weapon for quick-hitting, flexible, competitive action," declared Philip B. Hinerfeld, vice-president, advertising, in making the announcement.

Four-color, bleed page insertions are scheduled in 14 major national magazines; four hundred television stations and more than 3,000 radio outlets will carry Pepsi-Cola sound and video selling messages; and emphasis on billboard and point-of-purchase material, keyed to the "Come Alive" theme will be accelerated by the company and its bottlers as part of the campaign.

According to H. Hinerfeld, a major reason for the switch from "Now It's Pepsi For Those Who Think Young" was the company's marketing decision to sell and advertise regular Pepsi-Cola and Diet Pepsi-Cola, side by side.

"We searched for an advertising theme as big, as bold, and as daring as this marketing idea, and with the 'Pepsi Generation,' we've got it," he declared. "The change to the 'Pepsi Generation' is a natural extension of the 'Think Young' campaign theme," he said.

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs
Lorraine Arc Carbons
division
• Brighter Light on Screen
• Longer Burning per Carbon
• More Economical . . .
XETRON® products
division
XETRON LAMPHOUSES • XETRON POWER SUPPLIES
by Cinemeccanica
by Christie
CARBONS, INC. BOONTON, N. J.

New L&M Illinois D-I

CHICAGO—J. R. Gottlieb, president, L & M Management Co., Inc., has announced a new 1200 car drive-in theatre at the Southwest corner of Randall Rd. and Oak St. in North Aurora, Ill.

An oversized concessions area and complete kiddie playground are features of the new theatre. Engineering and equipment is being handled by the Ballantyne Co. of Omaha.

L & M are also the owners and operators of the Isle Theatre, Aurora, as well as ten other drive-in and six conventionals in the Chicago area.

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **AMERICAN SEATING CO.**, "Stellar" Theatre Chairs
- ☐ **ASHCRAFT MFG. CO., INC., C. S.**, Projection Lamps and Rectifiers
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.**,"360" Electric In-A-Car Heaters.
- ☐ **CARBONS, INC.**, Lorraine Arc Carbons
- ☐ **CENTURY PROJECTOR CORP.**, 70/35mm Projection Systems, All-Transistor Sound Systems
- ☐ **COCA-COLA CO., THE**, Coca-Cola, Custom Merchandising
- ☐ **EPRAD, INC.**, "Hot Shot" In-Car Heaters.
- ☐ **GENERAL REGISTER CO.**, Cash Control Systems
- ☐ **HEYER-SHULTZ, INC.**, Unbreakable Metal Reflectors
- ☐ **MASSEY SEATING CO.**, Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.**, Theatre Equipment and Supplies
- ☐ **NORTH AMERICAN PHILIPS CO., INC.**, Norelco 70/35mm Projectors
- ☐ **PEPSI-COLA CO.**, Pepsi-Cola
- ☐ **RCA SERVICE CO.**, RCA Theatre Service
- ☐ **STRONG ELECTRIC CORP., THE**, "Futura" Projection Lamps
- ☐ **SWITZER LICORICE CO.**, Switzer's Licorice
- ☐ **TECHNIKOTE CORP.**, "XR-171" Screens, Drive-In Screen Paint
- ☐ **WESTERN ELECTRONICS CO.**, Rebuilt Drive-In Speakers
- ☐ **XETRON DIV., CARBONS, INC.**, Xetron Lamphouses, Power Supplies

LIST ITEMS____________________

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ISSUE OF OCTOBER 14, 1964

NAME ....

THEATRE ....

ADDRESS ....

CITY, STATE ....

MOTION PICTURE EXHIBITOR
317 N. Broad St., Philadelphia, Pa. 19107.

Kodak's Stifle New SMPTE Head; Society Names 15 New Fellows

NEW YORK—Ethan M. Stifle, manager of engineering services for the Eastman Kodak motion picture products sales department's East Coast division, New York, has been elected president of the Society of Motion Picture and Television Engineers (SMPTE).

Stifle, who will take office next January 1, succeeds Reid H. Ray, president of Reid H. Ray Film Industries in St. Paul, Minn.

Results of the international professional society's ballot were announced during the 96th SMPTE Technical Conference, at the Commodore Hotel here. The membership of the Society comprises more than 6,000 engineers and executives.

More than 2,000 persons involved in using motion pictures and television for everything from entertainment to medical research attended the week-long conference and equipment exhibit.

Technical papers on instrumentation and high-speed photography were presented at the opening session which featured the traditional Get-Together Luncheon, presided over by SMPTE President Ray, head of a St. Paul motion-picture production organization. Guest speaker at the luncheon was Ralph Hetzel, acting president of the Motion Picture Association of America.

Later technical sessions with papers on the use of motion pictures and television in space research were held on the first day and at an evening session, a special presentation by John R. Brinkmann, photographic division chief at the NASA Manned Spacecraft Center was made.

Guest speaker at the awards ceremony was Dr. George R. Seidel, education manager of E. I. du Pont de Nemours and Co.

A technical session on new projection techniques in use at the World's Fair, was followed by a boat trip to the Fair for SMPTE registrants and their guests to view film programs at industrial exhibits.

Additional sessions dealt with television engineering and production motion-picture and television techniques in medicine and in education.

Fifteen members of the Society were elevated to the grade of Fellow of the Society in recognition of their outstanding contributions.

The 15 new Fellows announced are Alex E. Alden, Wallace F. Bischof, James P. Corcoran, C. Russell Dupree, George R. Groves, William G. Hyzer, Saul Jeffee, Harry W. Knop, Jr., Orlando S. Knudsen, Anthony H. Lind, Albert S. Pratt, Alex S. Quiroga, Roderick T. Ryan, William M. Sheahan and Edward A. Winkler.

The new Fellows, who were nominated by a committee headed by SMPTE Past-President John W. Servies, were recognized at the meet.

Wometco Building Three

MIAMI, Fla.—Wometco Enterprises announced here that it will build three new motion picture theatres in Florida.

Construction is scheduled to begin this month on the first house, located in Orlando; a twin-type theatre featuring 900 and 600 seat auditoriums.

The theatre opening date will be sometime in early spring, Wometco officials said.

The two additional theatres will be in the Gainesville and St. Petersburg areas.

All three will be built by Food Fair Properties, and be operated by Wometco. The move is said to be in the direction of expansion, as the circuit has previously restricted its operations to locales closer to the home office.

THERE'S PLENTY FOR YOU AT CENTURY . . .

Improved 70 and 35mm THEATRE PROJECTION SYSTEMS

Dramatic new ALL-TRANSISTOR SOUND SYSTEMS

*True high-fidelity, distortion free.

*Increased reliability, less maintenance.

*Low installation cost minimum space needs.

*No vacuum tubes, no photoelectric cells

. . . American made, of course

SEE YOUR CENTURY DEALER

CENTURY PROJECTOR CORP.
New York 19, N. Y.

Carbons Inc. Elects New Officers; Plans To Stress Cinemeccanica Line

BOONTON, N. J.—The board of directors of Carbons, Inc. announced the election of Frank H. Riffle as President and Pierre Demoreuille as executive vice-president.

Riffle, a veteran of 35 years in theatre projection and sound work, most recently headed the XeTRON Division of Carbons, Inc. as technical director and general manager.

Demoreuille, with Carbons, Inc. since 1950, was an associate and engineering advisor to the late Edward Lachman, former president. In the last few years, he has participated in the design of special carbons for use in solar simulation, in connection with outer-space equipment testing.

Among the immediate plans of Carbons Inc. is an expansion program for extended distribution of Lorraine arc light carbons and of the Cinemeccanica 35/70mm projection systems, Xenon light sources and power supplies through its XeTRON Division.

The Cinemeccanica 35/70 projection system is a multi-purpose system of advanced, integrated-construction design. The projector includes such features as large diameter sprockets, automatic lubrication, 6,000 ft. magazines, buckle-free film gate and "swinging" CinemaScope lens mount, among others.

The cooling system offers a highly efficient turbo fan and vanes on the conical shutter to provide cooling of the film gate area. While a dual water cooling system is provided with each projector, it is used only with arc currents in excess of 100 amperes. Another feature in all V-8 model projectors is a two-

FAMOUS NAMES IN THEATRE EQUIPMENT!

XR-171 SCREEN

. . . The anti-static pearlescent screen that excels for both 35mm and 70mm.

USED FOR

"CLEOPATRA"
—Rivoli Theatre, N.Y.C.

and "THE CARDINAL"
—DeMille Theatre, N.Y.C.

THE FINEST IN DRIVE-IN SCREEN PAINT!

"SUPER-WHITE" . . . the old stand-by! Better than ever.

"HI-DENSITY" . . . for stipple effect with lamb's wool roller.

"VINYLKOTE" . . . vinyl plastic water mix for clean surfaces.

TECHNIKOTE CORP.
63 SEABRING ST. • BROOKLYN 31, N. Y.

We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new—even better; Test us . . .

Send Speaker Today!

write Dept. E-12

WESTERN ELECTRONICS COMPANY
3311 Houston Ave., Houston, Texas 77009

Popcorn Festival Underway

CHICAGO, Ill.—The Popcorn Institute has officially kicked-off the 1964 Popcorn Fall Festival here. A mammoth advertising and merchandising campaign, said the Institute, will be boosting concessionaires' sales of popcorn from now through the Christmas season.

Focal point of the annual event will be National Popcorn Week, October 24-31.

According to the Institute, support for the 1964 campaign will be developed in four principal areas: magazine and outdoor advertising, publicity in both national and local media, point-of-sale merchandising and trade promotion.

Morton Salt Co. and Corn Products Co., are the leading participants in the Festival again this year. Morton will feature popcorn on some 3,000 full-color thirty-sheet billboards in more than 100 major markets during the Festival. Corn Products will show popcorn and Karo Syrup in national publications during November and December.

The Institute has released publicity to more than 2,000 newspaper and magazine editors and radio and television home service program directors. Special features have also been developed for several major consumer magazines and will appear during the fall months.

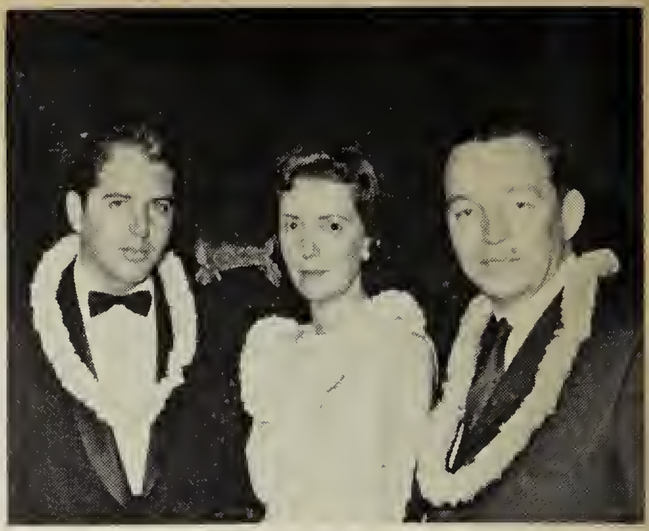
Emphasis is on the fact that popcorn consumption continues to increase and that projected figures show Americans will eat 12,600,000,000 bags of popcorn in 1964.

The teen-age market will be reached by thousands of informational kits concerning popcorn nutrition and popcorn recipes. These kits, released under the auspices of the Institute, will be sent to high school home economics teachers across the nation.

The Fall Festival will also be marked by increased activity in the popcorn concession area. A new acetate poster kit for concessionaires has been created especially for the promotion. Called the "Astro-Pop Kit," it features clever, colorful cartoons that boost popcorn into outer space. The eye-catching posters have also been designed in unique new shapes instead of the standard rectangular banners presented in previous kits. They are available to concessionaires through their suppliers or the Popcorn Institute.

Concessionaires will thus be able to bring the full impact of the Fall Festival promotion into their theatres.

They can emphasize it further by creating special displays and using both the new kit and the other point-of-sale materials available from popcorn suppliers or the Institute.



Seen at gala Pepsi-Party at Chicago convention and trade show of Theatre Owners of America and NAC are (L) Ed Finneran, Pepsi's director of theatre sales, and Mr. and Mrs. Jack Fitzgibbons, Jr., of Theatre Confections, Ltd.

Emphasis On the Classics

NEW YORK—One of the few legitimate theatres to survive the East Side's thoroughgoing redevelopment and renewal program, the York, is currently operating as a motion picture theatre specializing in vintage revivals.

Located at First Ave. and 64th St., the house had, since 1958, offered such off-Broadway productions as "Black Nativity," "The Golden Apples," "Cages," and, most recently, "The Amorous Flea."

The first live offering at the "York" was "Suddenly Last Summer," produced in 1958 by Warner LeRoy, a young Hollywood director. LeRoy has managed the theatre since.

Prior to 1958, the theatre had operated as a movie house for 34 years.

LeRoy was joined in the new motion picture venture at the "York" by former Philadelphia public relations counselor Richard A. Klein, who had been serving as a consultant to the White House group concerned with the National Peace Corps.

LeRoy has already made several trips abroad looking for foreign product passed up by U. S. distributors. In addition, he said the theatre will consider the works of local independent producers with an eye towards giving them a New York opening date.

DeLuxe Martin Addition

ATLANTA, Ga.—"As refreshing as a breath of fresh air" say Roy and E. D. Martin, co-owners of Martin Theatres, about the forthcoming new theatre, the Georgia, to be erected in Atlanta, according to an announcement made by circuit executives. In making this statement, the Martin brothers are referring to the "open air" atmosphere of the theatre entrance, where patrons "literally cross over a bridge" to enter the magical world of motion pictures.

It will be located on North Druid Hills Road, at the entrance of the Northeast Expressway. The 1,000 seat luxury theatre will be within easy reach of most Atlantans due to the expressway systems and the fact that North Druid Hills Road is one of the main ramps of the Northeast Expressway.

A patron enters the lobby through an all-glass front flanked by concrete wings and covered by a massive concrete canopy roof. To produce the "outdoor" atmosphere the lobby is almost completely surrounded with glass and a water-filled pool extends from inside the building, through the wall and covers an outside area adjacent to the front of the main building.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed **REVIEWS** are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this **SERVISECTION** reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper **REVIEWS**, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always cantain a complete annual index.

Combined, the yellow paper **SERVISECTION** and the pink paper **REVIEWS** represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries ar suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107**

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

OCTOBER 14, 1964 SECTION TWO
VOL. 72, NO. 13

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, ar had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

A06 **BIKINI BEACH**—CMU-100m.—(PV; PC)—Frankie Avalon, Annette Funicello—5189 (7-22-64)—Best for teen tastes

815 **BLACK SABBATH**—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—

B19 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker

822 **COMMANDO**—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue

DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers

A13 **DIARY OF A BACHELOR**—NOV-88m.—William Traylor, Dagne Crane—5217 (10-7-64)—Fair sexploitation entry

ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English

814 **EVIL EYE, THE**—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English

A12 **GODZILLA VS THE THING**—FAN-90m.—(CS; PC)—Japanese cast—5213 (9-23-64)—Japanese fairy tale of monsters aimed at juveniles—Japanese-made; dubbed in English

A02 **GOLIATH AND THE VAMPIRES**—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English

A05 **MASQUE OF THE RED DEATH**—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama

A01 **MUSCLE BEACH PARTY**—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty

PYRO—MD-99m.—(Panacalor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain

813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English

823 **TORPEDO BAY**—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue

A08 **VOYAGE TO THE END OF THE UNIVERSE**—D-81m.—Dennis Stephans—5213 (9-23-64)—Science fiction programmer

TO BE REVIEWED

CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian—made
DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
FEAR—Boris Karloff
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price
LAST TOMB OF LIGEIA, The—(S; C)—Vincent Price
NAVAJO RUN—Johnny Seven, Virginia Vincent
OPERATION SNAFU—Sean Connery, Stanley Holloway
PAJAMA PARTY—(PV; C)—Tommy Kirk, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TABU—(C)—Narration by Vincent Price—Italian-made Documentary
TIME TRAVELERS, THE—(C)—Preston Fostor, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

145 **INCREDIBLE JOURNEY, THE**—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation

153 **MISADVENTURES OF MERLIN JONES, THE**—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry

157 **MARY POPPINS**—MUC-140m.—(TC)—Julie Andrews, Dick Van Dyke—5209 (9-2-64)—Colorful, pleasant entertainment from Disney

156 **MOON-SPINNERS, THE**—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry

SO DEAR TO MY HEART—CD-82m.—(TC)—Burl Ives, Luana Patton, Bobby Driscoll—5217 (10-7-64)—Reissue has world of selling opportunities—Reissue

151 **THREE LIVES OF THOMASINA, THE**—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear	A2	MGM
• Adventures Of Ali Baba, The ...		U
• Adventures Of Scaramouche ...		Emb.
Act One	A2	WB
• Affair At The Villa Fiorita, The .		WB
• Agony And The Ecstasy, The ...		Fox
America, America	A3	WB
• Americanization of Emily, The .	B	MGM
• Amok	A1	Fox
• Amorous Adventure Of Moll Flanders		Par.
• Archangels, The		Emb.
Any Number Can Win	A2	MGM
• Apache Rifles	A1	Fox
Ape Woman, The	A3	Emb.

PLEASE NOTE . . .

This **SERVISECTION** is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable **SECTION TWO** of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

• Aphrodite, Goddess Of Love	A2	Emb.
• Archangels ,The		Emb.
• Art Of Love		U
Avenger, The		For.
Ol Orgosolo	A2	For.

B

Barbarian's The		For.
Bedtime Story	A3	U
• Bear, The	A1	Emb
Behold A Pale Horse	A2	Col.
Beauty And The Body		Misc.
• Bebo's Girl		Cont.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
• Big Week-End, The		WB
Bikini Beach	A3	A-I
Billy Liar	A3	Cont.
Black Duke, The		For.
Black Like Me	A4	Misc.
• Black Spurs		Par.
Black Sabbath	B	AI
• Blind Corner	A3	U
Block, The		Misc.
Blood Feast		Misc.
• Blood On The Arrow	A2	AA
Blood On The Balcony		For.
Bomb In High Street		For.
• Born Free		Col.
Brass Bottle, The	A1	U
Bridge On The River Kwai, The-RE	A1	Col.
Bridge To Glory		For.
• Buddha	A3	UA
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U

C

Caddy, The-Re		Par.
Captain Newman, M.D.	A2	U
Cardinal, The	A3	Col.
Carpetbaggers, The	B	Par.
Cartouche	A3	Emb.
• Casanova '70		Emb.
Castle Of Blood		Misc.
• Cat Ballou		Col.
Ceremony, The	A3	UA
Chalk Garden, The	A2	U
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Circus World	A1	Par.
• Clarence The Cross-Eyed Lion		MGM
Cleopatra	B	Fox
• Collector, The		Col.
Comedy of Terrors, The	B	AI
Commando	A3	A-I
• Congo Vivo		Col.
• Conquered City		AI
Contempt	C	Emb.
Cool World, The		Misc.
• Crack In The World		Par.
Crawling Hand, The		Misc.
Crazy Desire	B	EMB
Crimson Blade, The	A1	Col.
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
• Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Doll, The		For.
Devil Ship Pirates	A2	Col.
Diary Of A Bachelor		AI
• Dingaka		Emb.
Disorder		For.
• Disorderly Orderly, The		Par.
Distant Trumpet, A	A2	WB
Dream Maker, The	A-1	U
Dr. Crippen	A3	WB
Doctor In Distress		For.
Dr. Strangelove	A4	Col.
Don't Tempt The Devil	A3	For.
Dragon Sky		For.
Duel Of Champions		For.

E

• Earth Dies Screaming, The	A1	Fox
Easy Life, The	A4	Emb.
• East Of Sudan		Col.
• El Greco		Fox
• Emil And The Detectives		BV
• Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
• Erasmus With Freckles		Fox
• Erik, The Conqueror	A2	A-I
• Escape By Night	A2	AA
Escape From Hell Island		Misc.
Evil of Frankenstein, The	A2	U
Evil Eye	A2	A-I
Eyes of Annie Jones	A3	Fox

F

Fall Safe	A2	Col.
Fall Of The Roman Empire	A1	Par.

154 **TIGER WALKS, A**—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell

THOSE CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65004 **BEHOLD A PALE HORSE**—D-118m.—Gregory Peck, Anthony Quinn—5197 (8-19-64)—Off-beat drama is well made—Filmed abroad

64030 **BRIDGE ON THE RIVER KWAI, THE**—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story

64012 **CARDINAL, THE**—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drema is gratifying on all counts

64018 **CRIMSON BLADE, THE**—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made

64019 **DEVIL-SHIP PIRATES**—MD-86m.—(HammerScope; EC)—Chistopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made

64004 **DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB**—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth

65005 **FAIL SAFE**—D-111m.—Henry Fonda, Don O'Herlihy—5213 (9-23-64)—Shattering topical drama deserves widest audience

FINEST HOURS, THE—DOC.-114m.—(C)—Narrated by Orson Welles—5217 (10-7-64)—Highly interesting documentary on Sir Winston Churchill ranks with best—English-made

65001 **GOOD NEIGHBOR SAM**—C-130m.—(EC)—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry

64021 **HEY THERE, IT'S YOGI BEAR**—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barberra—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features

714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential

65006 **LILITH**—D-114m.—Warren Beatty, Jean Seberg, Peter Fonda, Kim Hunter—5213 (9-23-64)—Sensuous, brooding drama of mental turmoil

64020 **LONG SHIPS, THE**—MD-125m.—(TE; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino——5173 (6-10-64) Lavish and spectacular period adventure tale—European made

MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made

65002 **NEW INTERNS, THE**—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience

OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made

64017 **PSYCHE '59**—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal

64016 **QUICK GUN, THE**—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western

65003 **RIDE THE WILD SURF**—D-101m.—(Color)—Fabian, Shelley Fabares, Tab Hunter—5193 (8-5-64)—Interesting entry with special appeal to younger fans

64014 **STRAIT-JACKET**—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker

64015 **SWINGIN' MAIDEN, THE**—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made

64013 **VICTORS, THE**—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

BORN FREE—(PV; C)—Bill Travers, Virginia McKenna

CAT BALLOU—(C)—Jane Fonda, Lee Marvin, Michael Callan

COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp

CONGO VIVO—Jean Sebastian, Bachir Toure

EAST OF SUDAN—(TC)—Anthony Quale, Sylvie Sims—English

FANATIC—Tallulah Bankhead Stefanie Powers—English-made

FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer

GENGHIS KHAN—(PV: C)—Stephen Boyd, James Mason, Francoise Dorleac

HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold

HIGHWAY—Steve McQueen, Lee Remick

KING RAT—George Segal, Tom Courtenay, James Fox

LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon

LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens

LOVE HAS MANY FACES—(PV; C)—Lena Turner, Cliff Robertson, Hugh O'Brian

MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris

MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart

PLAYBOY—(C)—Tony Curtis

PLAY IT COOLER—Anthony Newly, Anne Aubrey

PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English

RISE OF GENGHIS KHAN—(PV; C)—Stephen Boyd, James Mason

SENILITA—Anthony Franciosa, Claudia Cardinale

SHIP OF FOOLS—Vivien Leigh, Jose Ferrer, Lee Marvin

SYNANON—Chuck Connors, Stella Stevens, Edmond O'Brien

THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field

THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack

WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

WORLD WITHOUT SUN—Jacques Cousteau Documentary

CONTINENTAL

BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose

ORGANIZER, THE—D-126m.—Marcello Mastroianni, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles

SEDUCED AND ABANDONED—CD-118m.—Saro Urzi, Stefania Sandrell—5191 (7-22-64)—Good Import—Italian-made; English titles

BILLY LIAR—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty patrons—English-made

TO BED—OR NOT TO BED—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well-made import—Italian-made; English titles

POINT OF ORDER—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal

HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles

LUCK OF GINGER COFFEY, THE—D-100m.—Robert Shaw, Mary Ure—5217 (10-7-64)—Good entry for art and specialty spots—Filmed in Canada

COMING

BEBO'S GIRL—Claudia Cardinale, George Chakiris—Italian-made; subtitles

MEDITERRANEAN HOLIDAY—70mm in color—Narrated by Burl Ives

LOVE GODDESSES, THE—All Star Cast

YOUR SHADOW IS MINE—(C)—Jill Haworth, Michel Ruhl

EMBASSY

APE WOMAN, THE—CD-97m.—Ugo Tognazzi, Annie Girardot—5210 (9-2-64)—Okay art house fare—Italian-made; English titles

CARTOUCHE—MD-115m.—(CS; C)—Jean-Paul Belmonde, Claudia Cardinale—5189 (7-22-64)—Okay adventure import for art spots—(French-made; English titles)

CONTEMPT—D-99m.—(C-FC)—Brigitte Bardot, Jack Palance, Michel Piccoli—5218 (10-7-64)—Uneven effort has highbrow appeal, Bardot name—French-made
CRAZY DESIRE—CD-108m.—Ugo Tognazzi, Catherine Spaak—5185 (7-8-64)—Interesting Import—Italian-made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles
EMPTY CANVAS, THE—D-104m.—Bette Davis, Horst Buchholz, Catherine Spaak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—*5117 (12-18-63)—Mediocre import—English-made*
HOUSE IS NOT A HOME, A—MD-95m.—Shelley Winters, Robert Taylor, Cesar Romero—5197 (8-19-64)—Exploitable meller based on madam's memoirs
LET'S TALK ABOUT WOMEN—CD-109m.—Vittorio Gassman—5218 (10-7-64)—Title reveals all and men should like what they see—Italian-made; English titles
ONLY ONE NEW YORK—DOC.-75m.—Narrated by Norman Rose—5218 (10-7-64)—Absorbing, well-made documentary
PASSIONATE THIEF, THE—C-100m.—Anna Magnani, Ben Gazzare, Toto—5210 (9-2-64)—Offbeat comic import is fun for art spots—Italian-made; dubbed in English
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles
ZULU—D-138m.—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

COMING

ADVENTURE OF SCARAMOUCHE—(C)—Gerard Barrey—French-made
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
ARCHANGELS, THE—Roberto Bisacco, Virginia Onorato—Italian-made
BEAR, THE—Renato Rascal, Francis Blanche
CASANOVA-'70—(WS: C)—Marcello Mastroianni, Michele Mercier—Italian-made
DINGAKA—Stanley Baker, Juliet Prouse
HELLFIRE CLUB—Peter Cushing, Adrienne Corri
MARRIAGE—ITALIAN STYLE—Sophia Loren, Marcello Mastroianni—Italian
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
SANTA CLAUS CONQUERS THE MARTIANS—Fantasy

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

423 **ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good Import—French-made; English titles
414 **CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
338 **DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting Import—French-made; English dialogue and titles
405 **FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
427 **FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade
411 **GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.
416 **GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
408 **GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English
429 **GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English
432 **HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce
455 **HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
422 **KISSIN' COUSINS**—CMU-96m.—(PV; MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
431 **LOOKING FOR LOVE**—CMU—83m.—(PV; MC)—Connie Francis, Susan Oliver, Jim Hutton—5185 (7-8-64)—Pleasant muscial boosted by appearances of guest stars
418 **MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
6501 **MGM'S BIG PARADE OF COMEDY**—COMP.—109m.—MGM stars—5210 (9-2-64)—Sell the names and nostalgia
6511 **MURDER AHOY**—CMD-93m.—Margaret Rutherford, Lionel Jeffries—5214 (9-23-64)—Agatha Christie and Margaret Rutherford 'ave a go at murder again—English-made
503 **MURDER MOST FOUL**—90m.—(PV)—Margaret Rutherford, Ron Moody—5198 (8-19-64)—Margaret Rutherford and Agatha Christie ride again
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
417 **NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
430 **NIGHT OF THE IGUANA, THE**—D-125m.—Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon—5185 (7-8-64)—Award performance by fine cast should make this a big winner
6504 **OF HUMAN BONDAGE**—D-98m.—Kim Novak, Laurence Harvey—5214 (9-23-64)—Remake of Maugham classic aided by names—Made in England
6507 **OUTRAGE, THE**—97m.—(PV)—Paul Newman, Claire Bloom, Laurence Harvey—5219—(10-7-64)—Top cast adds interest to "search for truth" drama
412 **PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
6502 **QUO VADIS**—HISD-168m.—(TC)—Robert Taylor, Deborah Kerr—5214 (9-23-64)—Topnotch epic reissue—Filmed in Italy
425 **RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa
419 **SEVEN FACES OF DR. LAO**—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
413 **SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
424 **TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
337 **TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
428 **UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior muscial fun entertainment
426 **VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
Oct. **YOUNG LOVERS, THE**—Peter Fonda, Sharon Huguney
Nov. **JOY HOUSE**—Jane Fonda, Alan Delon
Nov. **YOUR CHEATIN' HEART**—George Hamilton, Susan Oliver, Red Buttons
Dec. **AMERICANIZATION OF EMILY, THE**—James Garner, Julie Andrews, Melvyn Douglas

COMING

CLARENCE THE CROSS-EYED LION—Marshall Thompson, Betsy Drake
GIRL HAPPY—(PV; MC)—Elvis Presley, Shelley Fabares
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HILL, THE—Sean Connery, Michael Redgrave
JOY IN THE MORNING—(PV; MC)—Richard Chamberlain, Yvette Mimeaux
LOVED ONE, THE—(PV)—Robert Morse, Jonathan Winters, Anjanette Comer
OPERATION CROSSBOW—(PV; MC)—Sophia Loren, George Peppard
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer

Family Diary	A2	MGM
• Fanatic		Col.
• Fargo	A3	U
• Fate Is The Hunter	A1	Fox
• Father Goose		U
• Favor, The		U
FBI Code 98	A1	WB
• Fear		A-I
• Ferry Cross The Mercey		UA
Finest Hours, The		Col.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper's New Adventure	A1	MGM
• Fluffy		U
For Those Who Think Young	A3	UA
• Four Days In November		UA
Four For Texas	B	WB
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb

G

• Gallegher		BV
• Genghis Khan		Col.
Giant Monster, The		For.
• Girl Happy		MGM
Girl With Green Eyes	A4	For.
Glass Cage, The		Misc.
Gladiators Seven	A-1	MGM
Global Affair, A	A3	MGM
Godzilla Vs The Thing		AI
Gold For The Caesars	A2	MGM
Golden Arrow, The	A1	MGM
• Goldfinger		UA
Goliath And The Vampires	A2	A-I
Gone Are The Days	A2	Misc.
• Goodbye Charlie		Fox
Good Neighbor Sam	A2	Col.
• Graveside Story, The		A-I
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
• Gunfighter At Casa Grande		MGM
Guns At Batasi	A3	Fox
• Guns Of August		U

H

• Hallelujah Trail, The		UA
Hamlet	A1	WB
Hard Day's Night, A	A1	UA
• Harvey Middleman, Fireman		Col.
He Rides Tall	B	U
• Hellfire Club	A3	Emb.
Hercules In The Haunted World		For.
• Hercules, Samson And Ulysses		MGM
Hey There, It's Yogi Bear	A1	Col.
Hidden Room Of 1,000 Horrors, The		For.
Hide And Seek	A2	U
High And Low		Cont.
• Highway		Col.
• High Wind In Jamaica, A		Fox
• Hill The		MGM
Honeymoon Hotel	B	MGM
• Horror Of It All, The	A2	Fox
Horror Of Party Beach, The	B	Fox
House Is Not A Home, A	B	Emb.
• How To Murder Your Wife		UA
How The West Was Won	A1	MGM
• Hush, Hush, Sweet Charlotte		Fox

I

I'D Rather Be Rich	A2	U
• I'll Take Sweden		UA
Incredible Journey, The	A1	BV
• In Harm's Way		Par.
Incredible Mr. Limpet, The	A1	WB
Intimate Diary Of Artists' Models		Misc.
• Invitation To A Gunfighter	A3	UA
Island Of The Blue Dolphins	A1	U
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

• John Goldfarb, Please Come Home		Fox
Journey To The End Of The Universe		AI
• Joy House	B	MGM
• Joy In The Morning		MGM
• Judith		Par.

K

Killers, The	A3	U
● King Rat		Col.
Kings Of The Sun	A2	UA
● Kiss Me, Stupid		UA
Kisses For My President	A3	WB
Kissin' Cousins	B	MGM
● Kitten With A Whip	B	U

L

La Bonne Soupe	C	For.
Ladybug, Ladybug	A2	UA
Lady In A Cage	B	Par.
Lanterna Magica		For.
Lassie's Great Adventure	A1	Fox
● Last Man on Earth	A2	A-I
● Last Tomb Of Ligeia, The		AI
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Let's Talk About Women		Emb.
● Life In Danger, A	A2	AA
● Light Fantastic, The	B	Emb.
Lilith	A4	Col.
● Little Prince And The Eight-Headed Dragon, The		Col.
Lively Set, The	A1	U
Living Between Two Worlds		Misc.
Long Ships, The	B	Col.
Longest Day, The	A1	Fox
Looking For Love	B	MGM
● Lord Jim		Col.
Lorna		Misc.
● Love Goddesses		Cont.
● Love Has Many Faces		Col.
● Love Makers, The		Emb.
Love On A Pillow	C	For.
Love With the Proper Stranger	A3	Par.
● Loved One, The		MGM
Luck Of Ginger Coffey, The		Cont.

M

Madmen Of Mandores		Misc.
Mafioso	A3	For.
Mail Order Birde	A3	MGM
● Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Maniac	A3	Col.
Man's Favorite Sport?	A3	U
Marnie	A3	U
● Marriage-Italian Style		Emb.
Mary Poppins	A1	BV
Masque Of The Red Death	B	AI
Master Spy	A1	AA
McHale's Navy	A1	U
● Mediterranean Holiday		Cont.
MGM's Big Parade Of Comedy.	A1	MGM
McLintock	A1	UA
● Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
● Mister Moses		UA
Moon-Spinners, The	A1	BV
Move Over, Darling	A3	Fox
● Morituri		Fox
Murder Ahoy	A1	MGM
Murder Most Foul	A1	MGM
Muscle Beach Party	A2	A-I
Mutiny On The Bounty	A2	MGM
● My Blood Runs Cold		WB
● My Fair Lady		WB

N

● Naked Brigade, The		U
● Naked Kiss, The	A3	AA
● Naked Prey, The		Par.
● Navajo Run		AI
Never Put It In Writing	A1	AA
New Interns, The	B	Col.
Night Must Fall	B	MGM
Night Of The Iguana	A4	MGM
Night Train To Paris	A2	Fox
● Night Walker, The	A2	U
Nightmare	A2	U
● None But The Brave		WB
Nothing But The Best	A4	For.

O

Of Human Bondage	B	MGM
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
One Potato, Two Potato	A2	Misc.
● One Way Pendulum		UA
Only One New York		Emb.
● Operation Crossbow		MGM
● Operation SNAFU		A-I
Organizer, The	A4	For.
Orgy At Lil's Place, The		Misc.
Outrage, The	A3	MGM

ROUNDERS, THE—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SANDPIPER, THE—(PV; MC)—Elizabeth Taylor, Richard Burton
SHE—Ursula Andress, Peter Cushing—English made
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SON OF A GUNFIGHTER—(CS; C)—Russ Tamblyn, Kieron Moore
SWINGING SET, THE—Joan O'Brien, Chad Everett
36 HOURS—(PV)—James Gardner, Eva Marie Saint
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif
YOUNG CASSIDY—(PV; MC)—Rod Taylor, Maggie Smith, Flora Robson
ZEBRA IN THE KITCHEN—Jay North, Andy Devine

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6319 **BECKET**—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6315 **CARPETBAGGERS, THE**—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
CIRCUS WORLD—D-135m.—(TC; CINERAMA)—John Wayne, Claudia Cardinale, Rita Hayworth—5186 (7-8-64)—Circus in Cinerama should prove popular—Filmed abroad
6400 **FALL OF THE ROMAN EMPIRE, THE**—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
6311 **LADY IN A CAGE**—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothern—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
6316 **LAW OF THE LAWLESS**—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
6314 **PARIS WHEN IT SIZZLES**—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
6322 **PATSY, THE**—C-101m.—(TC)—Jerry Lewis, Ina Balin—5186 (7-8-64)—Jerry's legion of fans will enjoy it
6320 **RING OF TREASON**—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
6323 **ROBINSON CRUSOE ON MARS**—SFD-110m.—(TS; TC)—Paul Mantee, Adam West—5174 (6-10-64)—Good science fiction entry
6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
6324 **STAGE TO THUNDER ROCK**—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
6325 **WALK A TIGHTROPE**—MD-69m.—Dan Duryea, Patrica Owens—5170 (5-27-64)—Okay brief program meller—English-made
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

COMING

AMOROUS ADVENTURES OF MOLL FLANDERS—(PV; TC)—Kim Novak, Richard Johnson
BLACK SPURS—Roy Calhoun, Linda Darnell, Scott Brady
CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis
IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
JUDITH—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins
NAKED PREY, THE—(PV; TC)—Cornel Wilde
ROUSTABOUT—(TE, TC)—Elvis Presley, Barbara Stanwyck
SYLVIA—Carroll Baker, George Maharis, Ann Southern
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

444 **CLEOPATRA**—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
412 **CURSE OF THE LIVING CORPSE, THE**—MD-83m.—Helen Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
404 **EYES OF ANNIE JONES, THE**—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
423 **FATE IS THE HUNTER**—D-106m.—(CS)—Glenn Ford, Suzanne Pleshette, Rod Taylor—5214 (9-23-64)—Interesting drama about planes and people
417 **GUNS AT BATASI**—D-103m.—CS—Richard Attenborough, Jack Hawkins, Flora Robson—5210 (9-2-64)—Good adventure drama
411 **HORROR OF PARTY BEACH, THE**—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
322 **LASSIE'S GREAT ADVENTURE**—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
414 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed In England and India
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
420 **NIGHT TRAIN TO PARIS**—MD-65m.—Leslie Nielsen, Alizia Gur—5219 (10-7-64)—Good action entry for program—English-made
426 **RIO CONCHOS**—W-107m.—(CS; DC)—Richard Boone, Stuart Whitman, Wende Wagner—5219 (10-7-64)—Big scale western has fine cast, fast action
403 **SHOCK TREATMENT**—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
408 **SOUTH PACIFIC**—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
402 **SURF PARTY**—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
405 **THIRD SECRET, THE**—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
426 **VISIT, THE**—D-100m.—(CS)—Ingrid Bergman, Anthony Quinn—5214 (9-23-64)—Absorbing drama of human greed and vengeance—Filmed in Italy
415 **WHAT A WAY TO GO**—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
325 **YOUNG SWINGERS, THE**—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison
AMOK—Jock Mahoney, Margia Dean
APACHE RIFLES—(C)—Audie Murphy
EARTH DIES SCREAMING, THE—Willard Parker, Virginia Field
EL GRECO—Mel Ferrer, Rosanna Schiaffino
ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy
GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
HIGH WIND IN JAMAICA, A—(CS; C)—Anthony Quinn, Viviane Ventura
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HUSH, HUSH SWEET CHARLOTTE—(C)—Olivia DeHavilland, Bette Davis, Joseph Cotten
JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov
MORITURI—(CS)—Marlon Brando, Yul Brynner, Janet Margolin
PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa
RAPTURE—(CS)—Patricia Gozzi; Melvyn Douglas—English made
REWARD, THE—(CS; C)—Max Von Sydon, Nina Castelvova, Efrem Zimbalist, Jr., Yvette Mimieux

SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker
THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel
UP FROM THE BEACH—Cliff Robertson, Irina Demick
VON RYAN'S EXPRESS—(C)—Frank Sinatra, Trevor Howard, Brad Dexter
WITCHCRAFT—Lon Chaney
ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht
6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
6414 **HARD DAY'S NIGHT, A**—CMU-87m.—The Beatles—5190 (7-22-64)—Teen business should be very strong—English-made
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6417 **SECRET INVASION, THE**—MD-95m.—(PV; DC)—Stewart Granger, Raf Vallone, Mickey Rooney—5215 (9-23-64)—Action packed war meller—Made in Yugoslavia—Corman
6413 **7TH DAWN, THE**—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean
6415 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch
6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Maria Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
6419 **TOPKAPI**—CD-120m.—(C)—Meltina Mercouri, Maximilian Schell, Peter Ustinow—5215 (9-23-64)—Fine fun film should zoom—Filmed abroad—Filmways
6416 **WOMAN OF STRAW**—D-117m.—(EC)—Gina Lollobrigida, Sean Connery, Ralph Richardson—5215 (9-23-64) First rate mystery—English-made
6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

Sept. **BUDDHA**—(TR; C)—Japanese-made
Nov. **INVITATION TO A GUNFIGHTER**—(PV; EC) —Yul Brynner, Janice Rule—Kramer
Dec. **KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirsch

COMING

FERRY CROSS THE MERSEY—Gerry And The Pacemakers—English-made
FOUR DAYS IN NOVEMBER—Documentary on President Kennedy Assassination
GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eon—English-made
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
HALLELUJAH TRAIL, THE—(CN; C)—Burt Lancaster, Lee Remick, Jim Hutton—Mirisch-Kappa
HOW TO MURDER YOUR WIFE—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
I'LL TAKE SWEDEN—Bob Hope, Tuesday Weld, Frankie Avalon
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
RAGE TO LIVE, A—Suzanne Pleshette, Ben Gazzara, Bradford Dillman—Mirisch
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
SHABBY TIGER, THE—(C)—Cliff Robertson, Jack Hawkins—Novus
THOUSAND CLOWNS, A—Jason Robards, Jr., Barbara Harris
TRAIN, THE—Burt Lancaster, Jeanne Moreau

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
6421 **BULLET FOR A BADMAN**—W-80m.—(C)—Audie Murphy, Beverly Owen, Ruta Lee—5186 (7-8-64)—Okay western for program
6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
6423 **I'D RATHER BE RICH**—C-96m.—(EC)—Sandra Dee, Robert Goulet, Andy Williams—5193 (8-5-64)—Cute comedy with highly saleable names
6419 **ISLAND OF THE BLUE DOLPHINS**—D-92m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
6425 **LIVELY SET, THE**—D-95m.—(C)—James Darren, Pamela Tiffin—5198 (8-19-64)—Okay entry for teens and their elders
6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6418 **MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
6420 **McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6426 **SEND ME NO FLOWERS**—C-100m.—(TC)—Rock Hudson, Doris Day—5211 (9-2-64)—Very good comedy
6428 **SING AND SWING**—CMU-75m.—David Hemmings, Jennifer Moss—5211 (9-2-64)—Fair import for program with angles for younger set—English-made
6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

• Pajama Party		A1
Palm Springs Week-End	B	WB
Paris Pick-Up		Par.
• Party, The		AA
Paris When It Sizzles	A3	Par.
Passionate Thief, The	A3	Emb.
Patsy, The	A1	Par.
Pink Panther	A3	UA
• Playboy		Col.
• Play It Cooler		Col.
• Pleasure Seekers, The		Fox
Point Of Order	A2	Cont.
• Postman's Knock		MGM
Prize, The	A3	MGM
Psyche 59	B	Col.
Psychomania		Misc.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick, Before It Melts		MGM
Quick Gun, The	A2	Col.
Quo Vadis—Re.		MGM

R

• Racing Fever	B	AA
• Rage To Live, A		UA
Raiders, The	A1	U
Raiders Of Leyte Gulf, The	A1	For.
• Rapture		Fox
• Ready For The People		WB
• Reward, The		Fox
Rhino	A1	MGM
Ride The Wild Surf	A1	Col.
Ring of Treason	A2	Par.
Rio Conchos	A3	Fox
• Rise Of Genghis Kahn, The		Col.
Robin And The 7 Hoods	A2	WB
Robinson Crusoe On Mars	A1	Par.
• Rounders, The		MGM
• Roustabout	A2	Par.

S

Sadist, The		Misc.
• Samson And The Slave Queen	A1	A-I
• Sandokan, The Great		MGM
• Sandpiper, The		MGM
• Santa Claus Conquers The Martians		Emb.
• Satan Bug, The		UA
Secret Door, The	A2	AA
Secret Invasion, The	A2	UA
Seduced And Abandoned	A3	For.
Send Me No Flowers	A2	U
• Senilita		Col.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
Seventh Dawn, The	B	UA
• Sex And The Single Girl	B	WB
• Shabby Tiger, The		UA
• She		MGM
• Shenandoah		U
• Ship Of Fools		Col.
Shock Treatment	A2	Fox
Shot In The Dark, A	B	UA
• Signpost To Murder		MGM
Sin On The Beach		For.
Sing And Swing	A2	U
633 Squadron	A2	UA
Skydivers, The		Misc.
Slime People, The		Misc.
So Dear To My Heart—Re		BV
Soldier In The Rain	B	AA
• Some People		A-I
• Son Of A Gunfighter		MGM
Son Of Captain Blood, The	A1	Par.
• Sound Of Music, The		Fox
South Pacific-RE.	A3	Fox
Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
Station Six Sahara	B	AA
Stop Train 349	A2	AA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
Strangler, The	B	AA
Summer Holiday	A1	A-I
Sunday In New York	B	MGM
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
• Swinging Set, The		MGM
Sword Of El Cid, The		For.
• Sylvia		Par.
• Synanon		Col.

T

• Tabu		A1
• Taffy And The Jungle Hunter		AA
• Taggart	A2	U
Take Her, She's Mine	A3	Fox
Tamahine	A2	A-I
That Man From Rio	A2	For.
• These Are The Damned		Col.
Thin Red Line, The	A3	AA
Three Lives Of Thomasina, The	A1	BV
3 Nuts In Search Of A Bolt		Misc.
• Three Penny Opera		Emb.
Third Secret, The	A3	Fox
• 36 Hours		MGM
• Those Calloways		BV
• Those Magnificent Men In Their Flying Machines		Fox
• Thousand Clowns, A		UA
• Three Stooges Meet The Gunslingers, The		Col.
Tiger Walks, A	A1	BV
• Tiko And The Shark		MGM
• Time Travelers, The		A-I
To Bed Or Not To Bed	A3	Cont.
Tomorrow At Ten		For.
Topkapi	A3	UA
Torpedo Bay	A3	AI
• Train, The		UA
Troublemaker, The		Misc.
• Truth About Spring, The		U
Two Are Guilty	A3	MGM
• Two On A Guillotine		WB

U

• Unearthly Stranger, The	A1	A-I
• Under Age	B	AI
Unsinkable Molly Brown, The	A2	MGM
• Up From The Beach		Fox

V

• Valley Of The White Wolves		AA
• Vice And Virtue	B	MGM
Victors, The	A3	Col.
Visit, The	A4	Fox
Viva Las Vegas	B	MGM
• Von Ryan's Express		Fox
• Voyage To The End Of The Universe		A-I

W

Wacky Playboy, The		Misc.
Walk A Tightrope	A2	Par.
Walls Of Hell, The	A2	Misc.
War Is Hell	A2	AA
• Watch It, Sailor		Col.
Weekend	C	For.
What A Way To Go!	B	Fox
• Where Love Has Gone	A3	Par.
• White Savage		AA
White Slaves Of Chinatown		Misc.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
Wild And Wonderful	A1	U
• Witchcraft	A2	Fox
Women Of Straw	A3	UA
• Woman Who Wouldn't Die, The	A3	WB
World Of Henry Orient, The	A2	UA
• World Without Sun		Col.

Y

Yanco		For.
Yank In Viet-nam, A	A1	AA
• Yellow Rolls Royce, The		MGM
Yesterday, Today And Tomorrow	B	Emb.
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
• Young Cassidy		MGM
• Young Fury		Par.
Young Go Wild, The		For.
• Young Lovers, The	A3	MGM
Young Swingers, The	A1	Fox
• Your Cheatin' Heart		MGM
• Your Shadow Is Mine		Cont.
Your'e Never Too Young—Re.		Par.

Z

• Zebra In The Kitchen		MGM
• Zorba, The Greek		Fox
Zulu	A3	Emb.

COMING

ADVENTURES OF ALI BABA, THE—(C)—Peter Mann, Laura Lane
ART OF LOVE, THE—(TC)—James Garner, Elke Sommer
BLIND CORNER—William Sylvester, Barbara Shelley—English made
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
FARGO—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FAVOR, THE—(C)—Rock Hudson, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
GUNS OF AUGUST—World War I Documentary
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
NAKED BRIGADE, THE—Shirley Eaton, Ken Scott
NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson
SHENANDOAH—(C)—James Stewart, Doug McClure
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
363 **DISTANT TRUMPET, A**—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies
361 **DR. CRIPPEN**—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
364 **FBI CODE—98**—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
HAMLET—D-187m.—(Electronovision)—Richard Burton—5220 (10-7-64)—Of value as a record of a novel version of the Shakespeare classic
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
451 **KISSES FOR MY PRESIDENT**—C-113m.—Fred MacMurray, Polly Bergen—5211 (9-2-64)—Topical farce benefits from good cast
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
365 **ROBIN AND THE 7 HOODS**—CMU—123m.—(PV; TC)—Frank Sinatra, Dean Martin, Bing Crosby, Sammy Davis, Jr., Barbara Rush—5186 (7-8-64)—Light-hearted romp for Frankie and friends should please

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
DEAR HEART—Glenn Ford, Geraldine Page
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
MY BLOOD RUNS COLD—Troy Donahue, Jeff Hunter, Joey Heatherton
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker
READY FOR THE PEOPLE—Simon Oakland, Anne Helm
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(EC)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BLOCK, THE—MD-67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CASTLE OF BLOOD—MD-85m.—Barbara Steele, George Riviere—5211 (9-2-64)—Horror meller provides its share of chills—Woolmer Bros.
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
ESCAPE FROM HELL ISLAND—MD-80m.—(WS)—Mark Stevens, Linda Scott, Jack Donner—5190 (7-22-64)—Programmer has action, suspense—Crown International
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on Integration for limited market—Hammer Bros.
GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western—Allied Artists
INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Ikay Beautiful
LIVING BETWEEN TWO WORLDS—D-78m.—Horace Jackson, Maye Henderson, Mimi Dillard—5220 (10-7-64)—All Negro film is okay dueller for specialized houses—Empire
LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
MASTER SPY—D-71m.—Stephen Murray, June Thorburn—5209 (9-2-64)—Fair programmer—English-made—Allied Artists
NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland Allied Artists
ONE POTATO, TWO POTATO—D-92m.—Barbara Barrie, Bernie Hamilton—5190 (7-22-64)—Well-made topical drama based on racial inter-marriage—Cinema V
ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)— Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SECRET DOOR, THE—MD-72m.—Robert Hutton, Sandra Dorne—5209 (9-2-64)—Spy yarn for program—English-made—Allied Artists
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help—Allied Artists
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
STATION SIX SAHARA—D-99m.—Carroll Baker, Peter Van Eyck—5197 (8-19-64)—Interesting drama—Filmed abroad—Allied Artists
STOP TRAIN 349—D-95m.—Jose Ferrer, Sean Flynn, Nicole Courcel—5189 (7-22-64)—Interesting topical drama—(Filmed abroad) Allied Artists
STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller—Allied Artists
THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film—Allied Artists
3 NUTS IN SEARCH OF A BOLT—C-80m.—(Part color)—Mamie Van Doren, Tommy Noonan—5190 (7-22-64)—Fair comedy should be exploitation natural with its nudie, sexy angles—Harlequin Int.
TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—5182 (6-24-64)—Odd-ball comedy—Janus
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WALLS OF HELL, THE—MD-88m.—Jock Mahoney, Cecilia Lopez—5193 (8-5-64)—War in the Philippines serves up action for the program—Made in Philippines—Hemisphere
WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half—Allied Artists
WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary—American Film Dist.
YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad Allied Artists

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

AVENGER, THE—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English Medallion

BRIDGE TO GLORY—D—103m.—Renato Salvatori—5187 (7-8-64)—Good import—Italian-made; English titles—Jillo

BARBARIANS, THE—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere

BLACK DUKE, THE—105m.—(EC)—Cameron Mitchell—5194 (8-5-64)—Okay historical drama—Italian-made; dubbed in English—PRC

BLOOD ON THE BALCONY—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo

BOMB IN THE HIGH STREET—D-60m.—Ronald Howard, Terry Palmer—5194 (8-5-64)—Well-made thriller for supporting slot—English-made—Hemisphere

DEVIL DOLL—D—80m.—Bryant Haliday, Yvonne Romain—5187 (7-8-64)—Off-beat drama has saleable angles—English-made—Associated Film Dist.

DISORDER—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary

DOCTOR IN DISTRESS—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair import—English-made—Governor

DON'T TEMPT THE DEVIL—D—106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO

DRAGON SKY—D-95m.—(EC)—Narie Hem, Sam El—5212 (9-2-64)—Attractive entry for art spots—Filmed in Cambodia; English titles—Lopert

DUEL OF CHAMPIONS—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion

GIANT MONSTER, THE—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union

GIRL WITH GREEN EYES—D-91m.—Peter Finch, Rita Tushingham—5194 (8-5-64)—Romance of value to art and other spots—English-made (Filmed in Ireland)—Lopert

HERCULES IN THE HAUNTED WORLD—MD-84m.—(TS-Super 100; TC)—Reg Park, Christopher Lee—5212 (9-2-64)—Standard strong-man stuff spiced with horror—Italian-made; dubbed in English—Woolner Bros.

HIDDEN ROOM OF 1,000 HORRORS, THE—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

LATERNA MAGIKA—NOV.-119m.—(Partly in color)—5212 (9-2-64)—Marriage of screen and stage makes for unusual entertainment—Imported from Czechoslavakia—Richard Fleischer

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MAFIOSO—D—100m.—Alberto Sordi—5187 (7-8-64)—Good import should please art house patrons—Italian-made; English titles—Zenith Int.

NOTHING BUT THE BEST—C-99m.—(C)—Alan Bates, Pauline Delany—5191 (7-22-64)—Fun for the art set—English-made; Royal Films Int.

RAIDERS OF LEYTE GULF, THE—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere

SIN ON THE BEACH—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.

SWORD OF EL CID, THE—86m.—(Supercinescope; EC)—Roland Carey, Chantal Deberg—5194 (8-5-64)—Okay programmer—PRC

THAT MAN FROM RIO—C-114m.—(EC)—Jean-Paul Belmondo, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert

TOMORROW AT TEN—D—80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor

WEEKEND—D—84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.

YANCO—D-85m.—Ricardo Ancona,—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman

YOUNG GO WILD, THE—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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(REISSUES)

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19302	The Whalers
19303	First Aiders
19304	Army Mascot
19305	Goofy Gymnastics
19306	Home Made Home
19307	Foul Hunting
19308	Timber
19309	Truant Officer Donald
19310	Golden Eggs
19311	Test Pilot Donald
19312	Lambert, The Sheepish Lion

SINGLE REEL CARTOONS
(TECHNICOLOR)

101	How To Have An Accident At Work
123	The Litterbug
125	Aquamania

TWO REEL CARTOON SPECIALS
(TECHNICOLOR)

097	Goliath II
102	Noah's Ark
119	Saga Of Windwagon Smith
112	Donald and The Wheel
139	A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS
(TECHNICOLOR)

079	Japan
086	The Danube
099	Eyes In Outer Space
105	Islands Of The Sea
106	Mysteries Of The Deep
127	Bear Country (Re-issue)
131	Water Birds (Re-issue)

FEATURETTES
(TECHNICOLOR)

094	Legend Of Sleepy Hollow (Re-issue)
114	**Hound That Thought He Was A Raccoon**
118	Horse With The Flying Tail

Columbia

COLOR FEATURETTES

7441	(Sept.) Wonderful Switzerland
7442	(Nov.) Travel Along With The Arkansas Traveler
7443	(Jan.) Eventful Britain
7444	(Mar.) Wonderful Africa
7445	(May) Wonderful New York
7446	(July) Wonderful Beaulieu

LOOPY DE LOOP COLOR CARTOONS

7701	(Sept.) Slippery Slippers
7702	(Oct.) Chicken Fracas-See
7703	(Nov.) Rancid Ranson
7704	(Dec.) Bunnies Abundant
7705	(Feb.) Just A Wolfe At Heart
7706	(Mar.) Chicken-Hearted Wolf
7707	**(Apr.) Watcha Watchin'**
7708	(May) A Fallible Fable
7709	(June) Sheep Steelers Anonymous
7710	(July) Wolf In Sheep Dog's Clothing

MR. MAGOO CARTOONS
(REISSUES)

7751	(Sept.) Magoo's Cruise
7752	(Oct.) Magoo's Problem Child
7753	(Nov.) Love Comes To Magoo
7754	(Dec.) Meet Mother Magoo
7755	(Feb.) Gumshoe Magoo
7756	(Mar.) Magoo Goes Overboard
7757	(May) Bwana Magoo
7758	(July) Matador Magoo

COLOR FAVORITE CARTOONS
(REISSUES)

7601	**(Sept.) Gerald McBoing Boing On Planet Moo**
7602	**(Sept.) Happy Tots**
7603	(Oct.) Willie The Kid
7604	(Nov.) Little Rover
7605	(Nov.) Christopher Crumpet
7606	(Dec.) A Boy and His Dog
7607	(Jan.) Rooty Toot, Toot
7608	(Jan.) Snow Time
7609	(Feb.) Emperor's New Clothes
7610	(Mar.) Little Boy With A Big Horn
7611	(Mar.) The Foxy Pup
7612	(Apr.) Let's Go
7613	(May) Gerald McBoing Boing
7614	(June) Bon Bon Parade
7615	(July) Madeline

CANDID MICROPHONE

7551	(Sept.) No. 1 Series 4
7552	(Nov.) No. 2 Series 4
7553	(Jan.) No. 3 Series 4
7554	(Mar.) No. 4 Series 4

WORLD OF SPORTS

7801	(June) Hunting Unlimited (Color)
7802	(Aug.) Rasslin Rampage

TWO REELERS
THE THREE STOOGES
(REISSUES)

7401	(Sept.) Husbands Beware
7402	(Oct.) Creeps
7403	(Nov.) Flagpole Jitters
7404	(Jan.) For Crimin Out Loud
7405	(Feb.) Rumpus In The Harem
7406	(Apr.) Hot Stuff
7407	(May) Scheming Schemers
7408	(July) Commotion In The Ocean

COMEDY FAVORITES
(REISSUES)

7431	(Oct.) Stop, Look and Listen (Quillan & Vernon)
7432	(Nov.) Tall, Dark and Handsome (Hugh Herbert)
7433	**(Dec.) Training For Trouble (Schilling & Lane)**
7434	(Jan.) He Popped His Pistol
7435	(Mar.) Wife Decoy
7436	(June) Pardon My Terror

ASSORTED FAVORITES
(REISSUES)

7421	(Sept.) Spies and Guys (Joe Besser)
7422	(Nov.) General Nuisance (Buster Keaton)
7423	(Dec.) Hook A Crook (Joe Besser)
7424	(Feb.) So's Your Antenna (Harry VonZell)
7425	(Apr.) She's Oil Mine (Buster Keaton)
7426	(May) Meet Mr. Mischief

SERIALS
(REISSUES)

7120	(Oct.) The Batman
7140	(Mar.) Roar Of The Iron Horse
7160	(July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS
(METROCOLOR)

W-361	(Sept.) Switchin' Kitten
W-362	(Oct.) Down and Outing
W-363	(Dec.) Greek To Me-ow
W-364	(Jan.) High Steaks
W-365	(Mar.) Mouse Into Space
W-366	(Apr.) Landing Stripling
W-367	(June) Calypso Cat

NEW TOM AND JERRY CARTOONS
(METROCOLOR)

C-6431	Dickie Moe
C-6432	Cartoon Kit
C-6433	Tall In The Trap
C-6434	Sorry Safari
C-6435	Buddies Thicker Than Water
C-6436	Carmen Get It

GOLD MEDAL CARTOONS
(TECHNICOLOR)
(TOM AND JERRY REISSUES)

W-6461	Puss Gets The Boot
W-6462	Fraidy Cat
W-6463	Dog Trouble
W-6464	Bowling Alley Cat
W-6465	Fine Feathered Friend
W-6466	Sufferin' Cat
W-6467	Lonesome Mouse
W-6468	Mouse Comes To Dinner
W-6469	Baby Puss
W-6470	Zoot Cat
W-6471	Million Dollar Cat
W-6472	Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1	Sportarama

HIGH TOPPER

T22-1	Thin Along
T22-2	Isles Of The Sun
T22-3	Melody For Machines
T22-4	The World Starts Next Door
T22-5	Beauties Of Scandanavia
T23-1	Fascinating Finland
T23-2	Mayflower, U.S.A.
T23-3	Commuting For Adventure

NOVELTOONS

P23-1	**Gramps To The Rescue**
P23-2	Hobo's Holiday
P23-3	Hound For Pound
P23-4	Sheepish Wolf
P23-5	Hiccup Hound
P23-6	Whiz Quiz Kid

MODERN MADCAPS

M23-1	Happy Harry
M23-2	Tell Me A Badtime Story
M23-3	Pig's Feat
M23-4	Sour Gripes
M23-5	Goodie Good Deed
M23-6	Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1	Beach Peach
E23-2	Jitterbug Jive
E23-3	Popeye Makes A Movie
E-23-4	**Fly's Last Flight**
E23-5	How Green Is My Spinach?
E23-6	Gym Jam

COMIC KING

C22-1	Et Tu Otto
C22-2	A Tree Is A Tree Is A Tree
C22-3	The Method and Maw
C22-4	Take Me To Your Gen'rul
C22-5	Keeping Up With Krazy
C22-6	Mouse Blanche
C23-1	Panhandling On Madison Avenue
C-23-2	Fizzicle Fizzle
C23-3	Sailing Zero
C23-4	Fix That Clock
C23-5	A Friend In Tweed
C23-6	The Once Over
C23-7	Service With A Smile
C23-8	Call Me A Taxi
C23-9	Highway Slobbery

SPECIAL

B23-1	Jamboree At Marathon
B23-2	Wyoming Snapshot

SPORTS IN ACTION

D23-1	Festival Of The Bulls
D23-2	Sky Divers
D23-3	Speed On Ice
D23-4	Best In Show
D23-5	On The Bounce

20th Century-Fox

MOVIETONE VIGNETTE
(BLACK AND WHITE)
TWO-REELS

7313	(June) Pope John XXIII

MOVIETONE SPORTS
(CINEMASCOPE; DELUXE COLOR)

7301	(Jan.) Two On A Pass
7302	(Feb.) Maine, U.S.A.
7303	(March) Sports, Wacky and Wet
7304	(April) Fairytale Land—Denmark
7305	(May) San Fan See
7306	(June) Rangers of Yellowstone
7307	(May) Bermuda Moods
7308	(July) Green Gold
7309	(Nov.) Atomic Lady
7310	(Dec.) Tasmania
7311	(Dec.) The Swedish Look
7312	( ) Portugal

TERRYTOONS
(2D ALL PURPOSE; DELUXE COLOR)

5401	(Jan.) Roc-A-Bye Sinbad
5402	(Feb.) The Red Tarctor
5403	(Mar.) Brother From Outer Space
5405	(Apr.) King Rounder
5406	(May) Short Term Sheriff
5407	(June) The Kisser Plant
5411	(July) Adventure By The Sea
5408	(Aug.) Oil Thru The Day
5409	(Sept.) Outer Galaxy Gazette
5410	(Oct.) The Gold Dust Bandit
5404	(Nov.) Search For Misery
5412	(Dec.) Molecular Mixup

Universal-International

TWO REEL SPECIALS IN COLOR
(CINEMASCOPE)

4301	(Jan.) Land Of The Long White Cloud
4306	(Apr.) Four Hits And A Mister

SPECIAL

4304	(Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371	(Jan.) Steel Bands—Tropical Music (CS)
4372	(Feb.) A Picture For Jean
4373	(Mar.) A Bridge Named Emma (CS)
4374	(Apr.) End Of The Plains
4375	(May) Island Spectacular
4376	(June) The Unknown Giant
4377	(July) This Is The Place
4378	(Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331	(Jan.) Woody Meets Davy Crewcut
4332	(Feb.) Box Car Bandit
4333	(Mar.) Unvearable Salesman
4334	(Apr.) International Woodpecker
4335	(May) To Catch A Woodpecker
4336	(June) Round Trip To Mars
4337	(July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311	(Jan.) Fish and Chips
4312	(Jan.) Greedy Gabby Gator (WW)
4313	(Feb.) Coming Out Party
4314	(Mar.) Case Of The Cold Storage Yegg
4315	(Mar.) Robin Hoody Woody, (WW)
4316	(Apr.) Charlie's Mother-In-Law
4317	(May) Stowaway Woody (WW)
4318	(May) Hi-Seas Hi-Jacker
4319	(June) Shutter Bug (WW)
4320	(July) Salmon Loafer
4321	(July) Coy Decoy (WW)
4322	(Aug.) Goose In The Rough
4323	(Sept.) Tenant's Racket (WW)
4324	(Oct.) Pesky Pelican
4325	(Oct.) Short In The Saddle (WW)
4326	(Nov.) Goose Is Wild
4327	(Nov.) Tepee For Two (WW)
4328	(Dec.) Science Friction (WW)
4329	**(Dec.) Calling Dr. Woodpecker (WW)**

Warner Bros.

MERRIE MELODIES-LOONEY TUNES
TECHNICOLOR CARTOONS

3701	(Oct.) Panchus Hideaway
3702	(Nov.) Tequilla Mocking Bird

BUGS BUNNY SPECIALS

2721	(10-19-63) Mad As A Mars Hare
2722	(1-18-64) Dumb Patrol
2723	(Mar.) Dr. Devil And Mr. Hare
2724	(July) False Hare

BLUE RIBBON HIT PARADES
TECHNICOLOR
(REISSUES)

3301	(Sept.) Heir Conditioned
3302	(Sept.) Broom Stick Bunny
3303	(Oct.) Rocket By Baby
3304	(Nov.) Tree Cornered Tweety

WARNER WORLD-WIDE ADVENTURE SPECIALS
(COLOR)
TWO-REELERS

3001	(Sept.) Where Winter Is King

WARNER WORLD-WIDE ADVENTURE SPECIALS
(COLOR)
(REISSUES)
ONE-REEL

3501	(Nov.) Riviera Revelries

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